

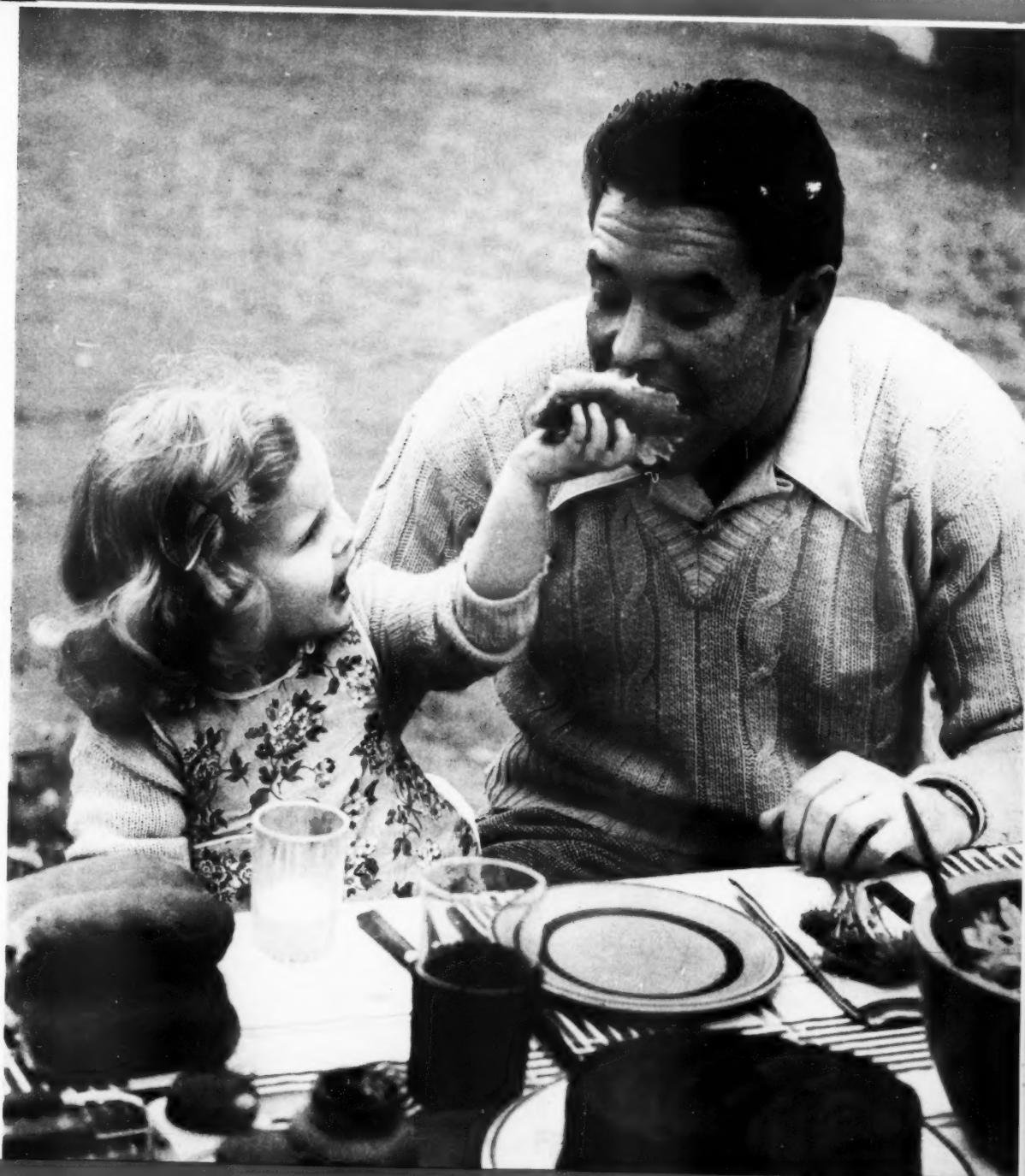
The American **BAKER**

PUBLISHED FOR THE BAKERS OF AMERICA®

**JULY
IS
PICNIC
MONTH**



**AUGUST
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SANDWICH
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Volume 27
Number 7

JULY, 1959

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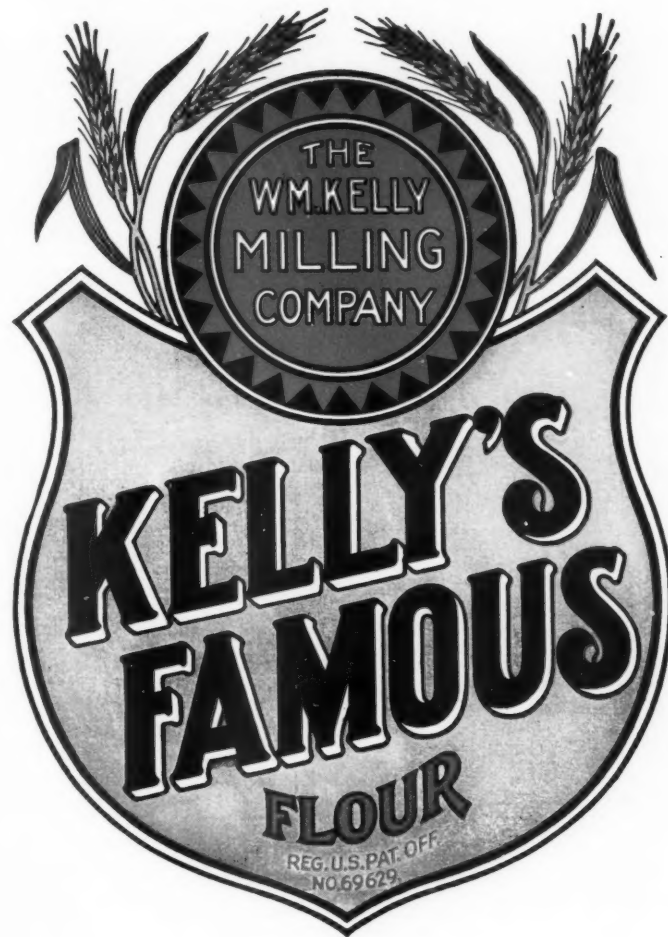
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The American BAKER



JULY, 1959

POTENTIAL PROFITS—An outline of the potential profits available to flour distributors from selling bakery mixes, including a suggested solution for increasing revenue without materially raising costs

Page 7

COMMERCIAL FINANCE — The procedure of either selling accounts receivable to commercial finance firms or borrowing on such accounts is being used to obtain growth capital for firms which find their assets frozen in inventories or accounts receivable. The background of commercial finance is described on

Page 14

SAFETY PROGRAM—Continental Baking Co.'s Spokane (Wash.) plant earns an annual insurance rebate of \$4,000 to \$5,000 for the effectiveness of its driver training safety program. The manner in which the saving is accomplished is explained on

Page 16

SOUR FRENCH BREAD—A step-by-step explanation of the production of sour French bread, as presented before the 35th annual meeting of the American Society of Bakery Engineers

Page 34

WORTH LOOKING INTO—An increasing array of equipment, machines and sales helps is being made available to flour millers, bakers and the allied industries all the time. These are designed to make their work easier, their production costs less and profits higher. A coupon is easily detached for readers who wish to learn more about items of value to their own businesses

Page 40

MERCHANDISING—The story of a doughnut baker who tired of the routine methods of advertising and sales promotion—and the success he is having with a novel campaign that has boosted sales sharply in just a few months

Page 52



REGULAR FEATURES

Editorials	4
Do You Know?	10
Flour Markets	10
Trade Pulse	38
Convention Calendar	44
The Baker's Doorbell	46
Formulas for Profit	48
Bake Shop Troubleshooter	50

'FOODWAY TO FOLLOW' POSTER UNVEILED

CHICAGO—The American Institute of Baking has officially unveiled its brand new "Foodway to Follow" publicity poster which was entirely designed and prepared for printing by AIB's consumer service department. The new poster supplants the "Wheel of Good Eating" poster, of which 13 million copies were distributed. Educators, extension workers and those engaged in the field of public health have already given enthusiastic acceptance to the new "Foodway to Follow" poster, AIB reports. Additional information about the poster may be obtained by writing to the American Institute of Baking, 400 E. Ontario St., Chicago 11, Ill.

Baker's Improvement Program Tops FDA Enforcement Report

WASHINGTON—A Maine baker's \$150,000 plant improvement program took first place in voluntary actions by food manufacturers and warehousemen recently to make sure of producing clean, wholesome foods, as required by law, the Food and Drug Administration said in its latest report on enforcement and compliance. FDA said total reported plant improvements following suggestions made by its inspectors cost \$240,545.

The Maine baker decided to install a new flour conveyor to eliminate possible insect infestation of his flour. However, the new conveyor he had in mind was part of completely new electronically controlled equipment for making dough, and the total installation took financing and a total shutdown of production while the job was being done, the report said.

The report also mentioned that a Texas flour miller spent \$35,000 for rodent-proof steel tanks with a storage capacity of 47,000 lb. flour per tank. A blower conveying system for the flour is included.

FTC Report on 10-Year Growth Of Big Supermarkets Released

WASHINGTON — The Federal Trade Commission has released a preliminary report on the concentration of business within the food distributing industry, disclosing that the big volume merchandisers—the stores with more than 11 outlets—have expanded business by approximately 118% since 1948 and are now showing a total sales volume of more than \$50 billion.

The FTC inquiry now under way resulted from independent retail source complaints that the big supermarket chains reflected unfair competition because of collusive price action and concentration of this economic power.

This FTC report reflects no conclusions. However, this reporting material was previously made available to the House Small Business Committee No. 5 which is under the chairmanship of James Roosevelt (D., Cal.). The committee revealed that it had access to the preliminary FTC material which it collected from questionnaires submitted to the big chain marketers.

FTC says the volume market share

Industry Executives Appear Before Senate Subcommittee

WASHINGTON—The Senate investigation of competitive baking industry practices to date has yielded considerable background information from a number of leading executives, including George N. Graf, general manager, Quality Bakers of America Cooperative, Inc., and R. Newton Laughlin, president, Continental Baking Co.

Mr. Graf, in his appearance before the subcommittee headed by Sen. Estes Kefauver (D., Tenn.) presented figures to show that QBA has more than maintained its position in the bakery field, although he charged the competitive position of his organization was worsening due to invasion of the general bakery field by supermarkets.

Mr. Graf stated that he believed that QBA could hold its position or even gain ground as far as large wholesale bakeries are concerned. He said that QBA is primarily interested in management techniques and has the management to maintain its position.

Mr. Graf pointed out that pricing by supermarkets indicated termites in the price woodwork but halted this line of testimony before he would admit that supermarket pricing represented any violation of the law.

The influence of labor in the wholesale baking trade was also discussed by Mr. Graf. He pointed out that truck salesmen gained a weekly stipend plus a sales commission as compared with the supermarkets which put their products in the best shelf space and do not have to pay delivery men any commission for placing the merchandise on the racks.

Mr. Graf was the first of the baking industry witnesses to appear before the subcommittee.

From Mr. Laughlin the subcommittee obtained a lengthy explanation of distribution and growth factors in the industry but, for its purposes, appeared to establish little more than

that Continental may have lacked consideration for its immediate competitors and for the small baker.

Sen. Kefauver explained to his colleagues and those present to hear testimony that he "merely wanted to learn to what extent prices are set by the 5,000 smaller firms which make up the baking industry—or to what extent a few bakery giants control that policy."

Mr. Laughlin, in his testimony, compared the bakery business with a local newspaper, where competitive conditions are developed in a community. He cited evidence to show that there are 18,000 bakeries, of which 12,000 are strictly local retailers, and the balance is divided between home delivery, chain grocery operations and multiple unit retailers.

Mr. Laughlin seemed to support previous testimony by Mr. Graf that his cooperative management company had held its own in the competitive battle for markets for bread and bread products.

Mr. Laughlin said that in the marketing story of the baking industry neither Continental nor the biggest of chain store retailers with their own bakeries have been able to dominate local bakery sales of bread. Together they could not do better than 10% of the local bread sales, he added.

The current new investigation of food prices in a small business committee of the House, under the chairmanship of James Roosevelt (D., Cal.) is also pressing on this front. Congressman Roosevelt wants to know more about shelf space in supermarkets and agreements between the supermarket trade associations in persuading their members to make such decisions.

It was notable at the opening of the hearings that no witness thus far has admitted that the big supermarket trade associations have participated in such price fixing or allocation of shelf space recommendations to their members. However, both Mr. Roosevelt and his colleague, Charles Brown (D., Mo.), pressed for agreement that these associations did, in their activities, suggest either special prices for commodities—week-end sales prices for broilers for example—or special shelf space for products.

Witnesses for the big chain operators, including the former general counsel for the Office of Price Administration in World War II days, David Guinsberg denied that the Supermarket Institute engaged in such activities.

—BREAD IS THE STAFF OF LIFE—

Continental Names Norman P. Steinke To Sales Post

RYE, N. Y. — Norman P. Steinke, formerly manager of Continental Baking Co.'s North Chicago Wonder Bread bakery, has been appointed regional sales manager for the company's West Coast operations, exclusive of Southern California, it has been announced by James W. Hooks, regional manager. The Continental regional office is located in Redwood City, Cal.

Prior to serving as Chicago bakery manager, Mr. Steinke was manager in Continental's Lawrence, Mass., bakery.

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Bakers of America

GEORGE E. SWARBRECK
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Associated Publications—THE NORTHWESTERN MILLER, FEEDSTUFFS, CROPLIFE, MILLING PRODUCTION, FARM STORE MERCHANDISING, FEEDLOT



Wheaten Products May Lose Their Guilt Complex Now

IT WAS LAST APRIL when Ezra Taft Benson, secretary of agriculture, revealed to members of the Associated Retail Bakers of America, in convention assembled at a Washington hotel, that "our people may have gone too far in reducing consumption of grains and potatoes."

If the research which is now going on bears out this statement to full truth, it could be indeed a tremendously important nutritional fact for the flour millers and bakers.

The Wall Street Journal has reported that nutritionists at the U.S. Department of Agriculture's main research center at Beltsville, Md., are quietly adding sugar to the lengthy list of foods suspected of causing trouble in the heart and arteries. This is a new area of controversy in which we do not propose to get involved, because more tests will have to be undertaken before the truth of the matter can be ascertained. Yet the baking trade cannot face this investigation without anxiety because sugar is a vital ingredient of many of their counter offerings.

However, in its story, the newspaper added a statement of considerable significance to the flour and baking trades when it said: "At the same time, they're [USDA nutritionists] putting such starchy foods as bread and potatoes back on the list of pantry staples that people ought to eat more of."

To appreciate fully just what new thinking is on the horizon for the flour millers and bakers, it is necessary to recapitulate Mr. Benson's April statement to ARBA. He said: "There has been much concern in recent years about the amount of fat in the diet and its relationship to heart trouble. Our nutrition scientists in the department believe that our people in general may have gone too far in reducing consumption of grains and potatoes. Recent research now suggests that if a larger share of the carbohydrate in our diets is derived from starch—such as provided by wheat, corn or potatoes—we may not have to be so concerned about the kinds and amounts of fats we eat, so

long as total calorie requirements are not exceeded."

In the past few years, many Americans have become waistline conscious. They are preoccupied with the bathroom scale and the wall-to-wall mirror which effectively reflects the contour. And when the contour is displeasing and the scale flicks to the upper limit, it is bread which is cut from the diet—mainly because that article of diet has been badly maligned by people who don't know what they are talking about. All food is fattening if you eat too much of it.

Look at the way flour and grain cereals have suffered in this process of weight reduction. In 1958, Americans consumed 146 lb. of flour and grain cereals per capita, against 170 lb. in 1948 and 204 lb. in 1938.

There is no desire on the part of the grain growers, the millers and the bakers to re-assume a bigger share of the market at the expense of other producers and processors—most every food has been under one form of attack or another in recent years and the breadstuffs industries have had their share. On the other hand, there appears to be a strong chance that bread will be proven as an important part of the diet, innocent of the charges made against it in the past. It is a nutritional "must".

Though the vast majority of people in North America, and in many other areas of the world, appreciate the important nutritional values contained in bread, some well-intentioned dietary experts have lent color to the theory that bread is bad for one or, at most, is fattening. In some medical conditions, bread does contain properties that are harmful, but such conditions are not widespread and can be controlled under expert medical care. But USDA, in its suggestions for a moderate cost food plan, includes enriched or whole grain bread at every meal. And that advice applies to the department's recommendations for senior citizens, too. There is proof positive of the value of bread as an integral item of diet.

Julius (Hot Diggetty Dog) Caesar

PERSONALLY, WE HAVE never believed in our deceased friend, Will Shakespeare. We are firmly convinced that it was another demised stalwart, Chris Marlowe, who wrote all those plays and sonnets. But had he chanced to live in the Elizabethan age, we would have put our gold pieces on Johnston Snipes, executive secretary of the National Hot Dog Month Council, as the man who really wrote Shakespeare.

Millers, bakers and consumers! Lend thine ears to Master Snipes: "Shades of Julius Caesar! The month that Marc Antony named in honor of the Roman emperor is no longer y-clept July. Today it's National Hot Dog Month. Doth Caesar in his grave turmoil? Even though the old vanquisher never ate a hot dog, he knew its sausage progenitor. The Latin word for salt was *saltus* and was applied to salted and savored meat . . . and came down to us in the words *sauce* and *sausage*."

What Julius and Marc, to say nothing of actor Will and playwright Chris, could not have anticipated was that Americans in the '48, unaided by the new states of Alaska and Hawaii, will put away 11 billion hot dogs this year and with the hot dogs they will consume almost as many buns,

much to the joy of the flour makers and the bakery proprietors. And the rest of the world, rapidly becoming hot dog conscious, is adding millions more to this prodigious number.

But we will wager our doublet and hose that if Caesar had learned that the hot dog sausage would come without a skin, as they do today, he would to the lions at the Coliseum Master Snipes have consigned. Yet the hot dog lives on without a skin, in nakedness unashamed, and Caesar is dead and turned to clay.

On what have hot dogs fed that they have grown so great? That they please the taste of one and all and save the time of kitchen drudgery? Of a surety. And can we imagine baseball without hot dogs? Or baked beans, or sauerkraut, or picnics, or little boys, or campfires . . . or appetizing buns fresh from the bakers' oven?

The hot dog is a national institution. Caesar and the sausage belong to the history of the world, but the hot dog belongs to everybody.

So at the bidding of the poetic Mr. Snipes, we salute National Hot Dog Month and all that it stands for as a symbol of national prosperity and good eating.

Zimmerman Scholarship Winner Named



Frank N. Krohn (second from left) receives a bronze plaque commemorating his winning of the 1959 Victor Zimmerman Memorial Scholarship, presented annually by the Cahokia Flour Co. of St. Louis, in memory of its founder. Mr. Krohn, a mixer at the Colonial Baking Co. of St. Louis, is the son of a retail baker. Shown, left to right, are Rube R. Zimmerman, vice president of Cahokia; Mr. Krohn; Carl Zimmerman, salesman at Cahokia, and his father, Jules A. Zimmerman, president of the company.

ST. LOUIS—Frank N. Krohn, mixer for Colonial Baking Co., St. Louis, has received the 1959 Victor Zimmerman Memorial Scholarship. The presentation was made at a special luncheon at the Hotel Chase. The scholarship, which is given annually in memory of the founder of the Cahokia Flour Co., will provide Mr. Krohn

with \$1,000 to pay his tuition and expenses for a course of study in a professional baking school. He will be given his choice of the American Institute of Baking, Chicago, or the William Hood Dunwoody Industrial Institute in Minneapolis. Mr. Krohn will enroll next fall.

The presentation was made by J. A.

Zimmerman, president of Cahokia. Executives of the flour company, the scholarship judges, members of Krohn's family and his supervisors at Colonial attended the luncheon. He was also given a bronze plaque reading: "In anticipation of an outstanding career in the field of baking, this scholarship is presented with the sincere hope that it will contribute to his individual development and to progress in the baking industry."

A number of young men from the St. Louis area applied for the scholarship and were interviewed before the final selection was made.

Judges for the 1959 award were: Don Pieper, president, Greater St. Louis Bakery Production Club; J. Ernest Kuehner, board of education, St. Louis; Frank E. Lawrence, Jr., secretary, St. Louis Chamber of Commerce; Leo Rozanek, president, Master Retail Bakers of St. Louis, and Walter Williams, president of St. Louis Wholesale Bakers.

Krohn, a native St. Louisan, is 24 years old and married. He is a second generation baker. His father, Nicklous Krohn, a native of Austria, is still active in a retail bakery here.

The scholarship was established in 1957 in honor of the late Victor Zimmerman, founder of the Cahokia Flour Company. Its objective is to encourage qualified young men to make baking their career and to enable them to receive the technical training they need in order to become good bakers—whether at the wholesale or retail level.

—BREAD IS THE STAFF OF LIFE—

GENERAL BAKING DIVIDEND

NEW YORK—The board of directors of General Baking Co. has declared a dividend of 15¢ a share on company common stock, payable on Aug. 1, 1959, to holders of record on July 15, 1959.

Kroger Reports Rise in Income, Sales Over 1958

CINCINNATI — The Kroger Co. reported net income for the first 24 weeks of 1959 at \$11,953,431, an increase of \$1,526,214 or 15% over net income of \$10,427,217 for the same period last year. Earnings were equivalent to one and one third cents a sales dollar. Net income is after provision for federal income taxes of \$12,949,551.

Net income was equal to 97¢ a share of common stock compared with 85¢ a share in the comparable weeks of 1958.

Sales for the first 24 weeks ended June 13, 1959, totaled \$868,191,208, topping those for the first six periods of 1958 by 6%.

New Stores Opened

Kroger opened 36 new stores during the first half of 1959, compared with 35 during the same period last year. New distribution centers in St. Louis, Roanoke, Va., and Peoria, Ill., have been completed in addition to a new bakery in Detroit. Partial occupancy of the Memphis, Tenn., distribution center will begin this summer.

Sales for the four-week period ended June 13 totaled \$143,745,342, an increase of \$8,865,292 over sales of \$134,980,050 for the same period in 1958. The average number of stores in operation during the period was 1,404, compared to 1,396 during the 1958 sixth period.

A quarterly dividend of 22½¢ a share on common stock was declared by the board of directors, payable Sept. 1, 1959, to shareholders of record July 31, 1959.

Bakers Club of Chicago Plans to Honor Louise K. Buell at Summer Meeting

CHICAGO — The resignation of Louise K. Buell, executive manager of the Bakers Club of Chicago, was formally accepted by the club's board of directors at a recent special meeting. At the same meeting, the board moved to designate the club outing to be held on Aug. 20 as "Louise K. Buell Day" in recognition of the high regard in which Mrs. Buell is held by the board of directors and the membership.

At the Aug. 20 outing, for which details and a location are to be arranged, Mrs. Buell will be honored

for her efforts in behalf of the bakers' club and the industry.

Mrs. Buell's request that she be relieved of her duties was made in a recent letter to the board of directors. At the same time, she summarized the work that has been completed during her tenure.

Since March of 1943, the Bakers Club has grown from 161 members to 1,370. One of the latest and most notable achievements, accomplished under Mrs. Buell's management, was opening late in 1957 of the club's new 50th anniversary clubrooms on the 18th floor of the Sherman Hotel.

In her letter to the directors, Mrs. Buell said, "My predictions made in 1943 have materialized—that it would become the largest among industry clubs; it would be representative of all branches of our industry, and it would be international in scope."

"During the past 16 years, the goals originally set by me for the club have been fully realized. It offers top facilities and services and promotes the interests of the baking industry. No one is prouder of this reputation than I. In view of having accomplished the job assigned to me and fulfilling the challenge of my predictions, I herewith tender my resignation, with a keen sense of satisfaction in having set this record," stated Mrs. Buell.

Mrs. Buell also took the opportunity to thank the board of directors, and through them every member of the club, for what she termed "the most interesting and satisfying 16 years of my business career."



MAYORS PRESENTED CAKES—Mayors of Kansas City, Mo., and Kansas City, Kansas, received decorated cakes from the Greater Kansas City Retail Bakers Assn. recently when they kicked off National Retail Bakers Week. From left to right standing behind Mayor H. Roe Bartle of Kansas City, Mo., are: Mayor Paul Mitchum of Kansas City, Kansas; William McLain, McLain's Bakery, Kansas City, Mo., president of the Kansas City Retail Bakers; Sam Pasternak, Cake Box Bakers, Inc., Kansas City, and president of the Missouri Bakers Assn., and George H. Buford, Kansas City, secretary of the Missouri association.



Louise K. Buell

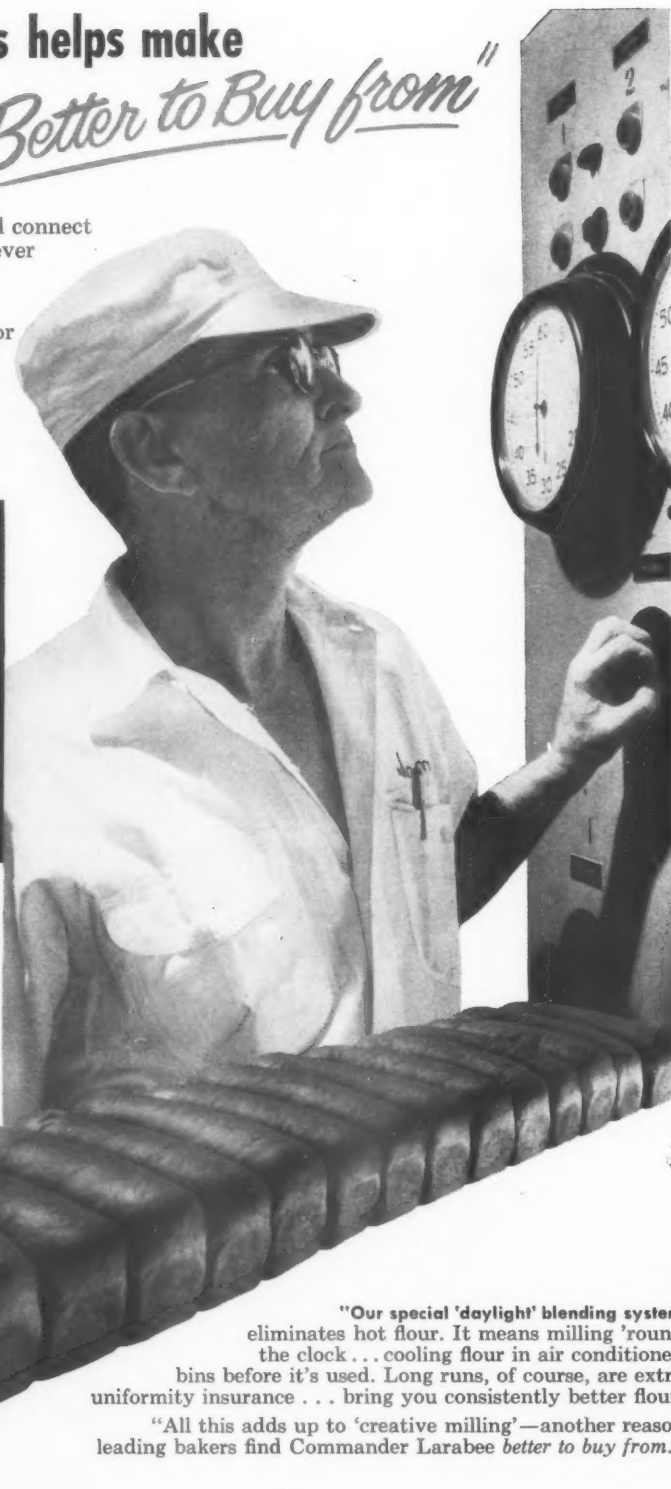
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Dial "O" for Operator Ben Hinds . . . he'll connect you with the best-blended bakery flour ever to grace an oven.

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Potential Profits from Selling Bakery Mixes Outlined for Flour Distributors

By Robert L. Johnston

I doubt if there is a businessman who isn't concerned with the increased costs of doing business. My company's business is primarily that of milling and selling flour and other grain-based food products, and I'm sure our problems are not too dissimilar from flour distributors. This problem of increased costs becomes more acute when you consider where the increases are occurring. For the most part they are caused by higher wages, higher taxes and higher equipment costs such as trucks, con-

EDITOR'S NOTE: Mr. Johnston is bakery mix manager for the Pillsbury Co., Minneapolis. He presented this report at the recent annual convention of the National Association of Flour Distributors at Atlantic City, N.J.

veyors, etc. These costs are beyond a businessman's control—they can no longer be classified as fixed costs because they don't stay fixed for very long, and the only way you can reduce them is to sacrifice efficient personnel, efficient systems of handling product, or lower the quality of your service. Obviously you couldn't do any of these things and continue in business for long. Neither your customers nor your competitors would permit it.

In this brief report, I could not hope to point out a solution to this problem. But I will suggest a means to increase revenue without materially increasing your costs. I'm referring of course to the selling of bakery mixes along with the other products flour distributors sell to the baking industry. The simplest way to diversify their operation is to find products which can be sold to the market they are presently calling on and servicing with their existing facilities. Bakery mixes qualify on both counts.

Let's trace the progress that has

been made in the manufacture and sale of bakery mixes during the past 15 years. At the end of World War II many bakers were using mixes, but with the return of more skilled help and the ready availability of ingredients which had been rationed, most of them reverted to the use of wet formulas. In fact, there appeared a growing antipathy on the part of many bakers for mixes. This situation was not helped by the fact that some mix manufacturers continued to offer products which were not acceptable to those bakers who are quality minded. Fortunately, these mix manufacturers did not last long. Today I believe all of us in the industry are making a sincere effort to market quality products. The highly competitive market which developed in the baking industry soon separated the opportunists in the mix business from those who had declared themselves in for the long pull. Those of us who planned to stay in business began programs of research on product improvement, and launched construction programs to improve our physical facilities. The result has been one of offering the baking industry a complete line of high quality prepared mixes.

To give you a clear picture of the existing market for mixes, permit me to quote a few statistics:

95% of the cake donuts are made from mixes.

50% of the yeast raised donuts are made from mixes.

30% of the sweet rolls, coffee cakes, cinnamon rolls and miscellaneous sweet goods are made from mixes.

Roughly speaking, we are dealing with an existing market of 6 million hundredweight yearly. Of this volume, less than half goes through jobbers or distributors. From this it appears fairly obvious that there is a large developed market and an even larger

undeveloped market for the sale of bakery mixes. This is a market which flour distributors are presently geared to call on. This is a market which flour distributors are now paying someone to sell and someone to service. This is their market to develop.

Distributors, generally speaking, can be classified in four groups with respect to the sale of bakery mixes:

First—Those who handle no mixes.

Second—Those who handle mixes on a brokerage basis only.

Third—Those who handle mixes but in a passive sort of way. In other words, they have them if the baker wants them but there is no real effort put behind their sale.

Fourth—Those who consider the sale of mixes a vital part of their business, and count on them for a major profit contribution.

Now when we talk about profit contribution I believe we're getting to the heart of the subject. At the beginning I said I hoped to be able to point out a means of increased revenue. The profit on bakery mixes, like anything else, is subject to competitive conditions, market peculiarities, distribution costs and many other factors. However, it is safe to assume that bakery mix profits will average 10% on a distributor's selling price. This is taking into consideration a normal balance between large volume and small volume business. I've been asked many times why a jobber should handle mixes for the same margin of profit he gets on flour when his capital investment is roughly doubled. There are two answers to that question. First is the additional profit realized, and second is the service he is rendering his customers. It costs him no more to handle, sell and deliver a bag of mix than it does a bag of flour, so his only increase in cost is in his investment. In other words, he makes as much on one bag of mix as he normally does on two bags of flour—and I think that is the only way the two things can be compared. I said the second good reason for handling mixes is the fact that a distributor is rendering a service to his customer. It is my firm conviction that the success of the distributor's business, like mine, is related directly to the caliber of service we render to the baking industry. Unless we strive to provide the industry with all its wants and needs, then we are leaving the way clear for more aggressive competitors to take our business.

One final thought—I referred earlier to the size of the market for bakery mixes. There are two points which I feel should be emphasized because these two factors could very easily double the size of the market within the next 10 years. First is the growing interest on the part of bakers everywhere in finding an easier and better way to produce their products. Second is the new product development work under way in the bakery mix industry. We have a large market today. We anticipate an even larger market tomorrow. If I were a flour distributor, I would make plans to get my rightful share.



Roy R. Peters

H. B. Oswald

Central Florida Bakers Council Elects Officers

TAMPA, FLA.—The Central Florida Bakers Council elected Roy R. Peters to its presidency at the annual meeting held at the Cadet Restaurant in Lakeland. Mr. Peters, general manager of Butter Krust Bakeries, Inc., Lakeland, is a past president and has been a director of the council. He recently served as chairman of the board of Southern Bakers Assn.

Other officers are W. D. Ogle, manager of American Bakeries Co. of Orlando, elected vice president; Guy G. Hudspeth, manager of Southern Bakeries Co. of Orlando, secretary, and Joe Granda of Holsum Bakers, Inc., Tampa, treasurer. Elected as directors were W. R. Smith, Jr., of Southern in Tampa; Mike Kelley of Butter Krust in Lakeland, and Jack Miller of Bell Bakeries, Inc., Daytona Beach.

H. B. Oswald was reappointed executive secretary of the association. Mr. Oswald has held this position with the council since its beginning seven years ago.

The Florida group works for the coordination and promotion of the industry in its area, through major projects such as its "rack program," or the jointly-sponsored loan of bread display fixtures to stores, a system to avoid excesses that frequently grow from the use of bakers' bread racks, while retaining the merchandising advantage. The principle of the program is to fit the correct display into the proper place to help each store sell its full potential in bakery foods. The display is planned to present the shopper with as complete a baked foods department as practical for the particular store. The various brands handled are thus shown in a single, prominent department. The council's rack program has been in operation over seven years. In that time it has served approximately 3,500 stores.

While the "rack placement program" is aimed at increasing the sale of baked foods through improved merchandising, another program, "public education," is aimed at increasing sales by reminding the housewife of the importance of bread in a well balanced diet. The council, with material from the American Bakers Assn., continually uses the mediums of television and displays at food and home shows, together with distribution of literature through doctors, dietitians and the schools, to acquaint the public with the importance of baked foods in the diet.

In addition to industry promotion with customers and the general public, the council program also includes cooperation with other industries of the state on matters concerning the over-all economy.



HONORED ON RETIREMENT—Howard E. Ripsch, manager of the Weber Los Angeles plant of Interstate Bakeries Corp., center, was honored at a luncheon on the occasion of his retirement. R. Dale Weber, founder and president of Weber Baking Co., presented Mr. Ripsch with a clock in appreciation for his services. Also present were officers of Interstate, R. L. Nafziger, chairman of the board, at the left, and John R. Dow, president, right. Mr. Ripsch has spent 45 years in the bread business, and joined Weber's in 1925 as a sales supervisor. He subsequently held sales manager and plant manager positions in the Glendale, Santa Barbara and Los Angeles plants. He served as Los Angeles plant manager from 1939.

DO YOU KNOW . . . ?



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 54 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. When both hard and soft wheat flours are used in making bread doughs, the soft wheat flour should be used in the sponge and the hard wheat flour for doughing up.

2. Whole wheat flour has better keeping qualities than white flour.

3. The top crust of bread is very apt to crack or check when the bread is cooled in a cold atmosphere.

4. There is no difference between cane and beet sugar.

5. When making pies using a hard wheat flour, more shortening should be used than when soft wheat flour is used.

6. Ammonia is a necessary ingredient to produce leavening action when making French doughnuts.

7. A product that tests pH 6.2 is on the acid side.

8. Some bakers use $\frac{1}{4}$ of 1% salt in their sponge doughs. This is a useless procedure as the salt has no effect in the sponge.

9. A dozen cake doughnuts weighing one pound after frying should have absorbed at least 4 oz. shortening during the frying period.

10. A good, non-sticking glaze for Danish pastry is 1 qt. water and 1 pt. corn syrup brought to a good boil.

11. For best results, Bismarcks

should be filled after they are fried.

12. In the bakeshop it is general practice to use 1 part soda, 2 parts cream of tartar and 1 part flour (starch) to replace baking powder.

13. When changing from hearth baked rye bread to rye bread frames, no adjustment in procedure or formula is necessary.

14. Shortening is sometimes used in sponge cakes but not in angel food cakes.

15. The sinking of the top crust on pullman bread can be eliminated by placing the bread upside down on the shelves as soon as it comes out of the oven.

16. Biscuit and cracker bakers use a small amount of lecithin in their chocolate coatings to help prevent it turning gray so readily.

17. Steam used in the oven during the baking of bread has no effect upon the volume of the bread.

18. An average sponge dough while fermenting under proper conditions will heat up one degree per hour.

19. Invert syrup used in cakes and cookies will improve their keeping qualities when the humidity is low.

20. When using liquid skim milk, more milk than water would have to be used with flour of the same absorption.

Chicago Bakers Give Annual Golf Outing Western Atmosphere

CHICAGO—The first Bakers Club of Chicago golf tournament and western round-up was held recently at Woodridge Country Club, Lisle, Ill., with 173 to play golf and 278 registered for dinner.

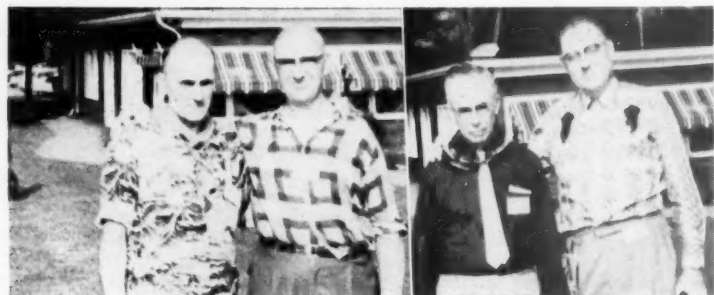
The western round-up theme was carried out fully, with western hats, bandannas, a "saloon on the range" and committee members with six-shooters. Silver dollars were the medium of exchange during the day, in keeping with the theme. The climax was a western barbecue served with all the trimmings.

A covered wagon drawn by a team of horses covered the course and

grounds serving refreshments.

Prizes were awarded to: Don King, Bowman Dairy Co., low gross; Willard Geller, John R. Thompson Co., high gross; blind bogey winners were F. Fales, Central Wax Paper Co., and S. Case, Pepperidge Farm, Inc.; Norman Jenkins, Standard Brands, Inc., won the hi-fi set; other winners were T. C. Piekenbrock, Trausch Baking Co.; George Conner, H. B. Taylor Co.; Paul Biehl, Biehl & Livingston; Jack Ortman, All-Fresh Food Products; David Stuke, Pepperidge Farm, Inc.; R. Gonnella, Gonnella Baking Co.; Carl Sippel, Crown Zellerbach Corp.; James Murphy, Murphy Oil Co.; E. Doorley, W. E. Long Co., and Robert Ferrell.

John A. Revord, Sterwin Chemicals Inc., was chairman of the entertainment committee.



CHICAGO OUTING—Ten-gallon hats, boots and six-shooters were the required uniform for the recent golf tournament and western round-up of the Bakers Club of Chicago. Among those who attended were, left to right, Joseph Janos, Durkee Famous Foods; Joseph Viskocil, Red Star Yeast & Products Co.; E. H. Goldsmith, Bakers Associates, Inc., club president, and John A. Revord, Sterwin Chemicals, Inc., chairman of the entertainment committee and first vice president.



Webster Scott

Donald Brown

AIB Adds Two Field Sanitarians To Inspection Staff

CHICAGO—Two men have been added to the in-plant inspection program of the American Institute of Baking's sanitation department, bringing the total of field sanitarians to nine.

Webster Scott, sanitarian with 22 years' experience, was formerly supervisor in general sanitation with the Missouri State Health Department, and had served previously as director of sanitation for the city of Joplin, Mo.

Mr. Scott is currently undergoing training, and will be working with Louis A. King, the department director, and other members of the staff in the central and western states area. After his comprehensive training is completed, he will move to the Dallas area, his ultimate location.

Donald A. Brown, the other new man, spent four and one half years with the U.S. Food & Drug Administration, serving in the New York and Cincinnati districts. He is a native of Fort Wayne, Ind., and a graduate of Indiana University.

Mr. Brown recently began an orientation period in the Chicago office. After working with Mr. King and other staff sanitarians in Virginia and North Carolina, he will be headquartered in the southeastern area the latter part of the summer.

AIB's sanitation inspection program is a service available to all institute members. Bakeries, flour mills, ingredient manufacturers and allied cereal industries now subscribe to it. Over 5,100 inspections have been made since the program's inauguration in April, 1948.

The department is now formulating plans for its special course in bakery sanitation, to be given at AIB Nov. 2 through 7. Inquiries should be sent to Department of Bakery Sanitation, American Institute of Baking, 400 E. Ontario St., Chicago 11, Ill.

Chicago Bakers Club Will View Movies Of African Safari

CHICAGO—Movies of a safari in Africa will be shown when the Bakers Club of Chicago resumes its monthly luncheons Sept. 14. J. A. Revord, Sterwin Chemicals Inc., first vice president and chairman of the entertainment committee, has announced.

The movies will be shown by Karl Koeplinger, Koeplinger's Bakery, Inc., Detroit, who recently returned from a safari in Africa. The movies, a technicolor record of the entire trip, were taken by a professional photographer.

Southern Bakeries Announces Changes In Executive Jobs

ATLANTA, GA.—Seven appointments to executive positions have been announced by Ogden A. Geilfuss, president of Southern Bakeries Co.

H. S. Hamilton, Jr., recently in Jacksonville, Fla., will return to Atlanta as director of merchandising and sales promotion. A veteran of the baking industry, he is the new assistant to the president responsible for sales, advertising, new products, packaging and merchandising.

W. J. Covington, former Florida regional manager, joins the Atlanta general office staff as assistant to J. O. Shuford, executive vice president. Mr. Covington, with the company 10 years, will carry out special operating assignments involving the 18 plant managers.

Newly appointed general manager of the Washington, D.C., Southern-Schneider plant, is C. M. McMullan, a 27-year veteran in Southern's organization. He holds the distinction of winning his firm's first president's trophy for outstanding managerial performance in operations and profits during 1957 at the Winchester, Va., plant.

R. H. Dredger of Regina, Saskatchewan, formerly with one of Canada's largest bakery chains, will become manager of Southern's Atlanta plant.

Hunter Farish, also a veteran with Southern, will become plant manager at Charlotte, N.C. Formerly, he was manager of the Charlottesville, Va., plant.

The Jacksonville plant's new manager is C. R. Weaver, formerly of Atlanta, who came to Southern Bakeries in 1956 as assistant manager and then stepped up to become manager of the Atlanta plant. A native of Kentucky, he came to Atlanta in 1934.

The Charlottesville, Va., plant's new manager is James H. Sikes. Less than six years ago he became cashier of the Columbia, S.C., plant, advanced in two years to chief clerk and then to sales manager through the company's training program.

Olin Mathieson Makes Changes in Bag Sales Organization

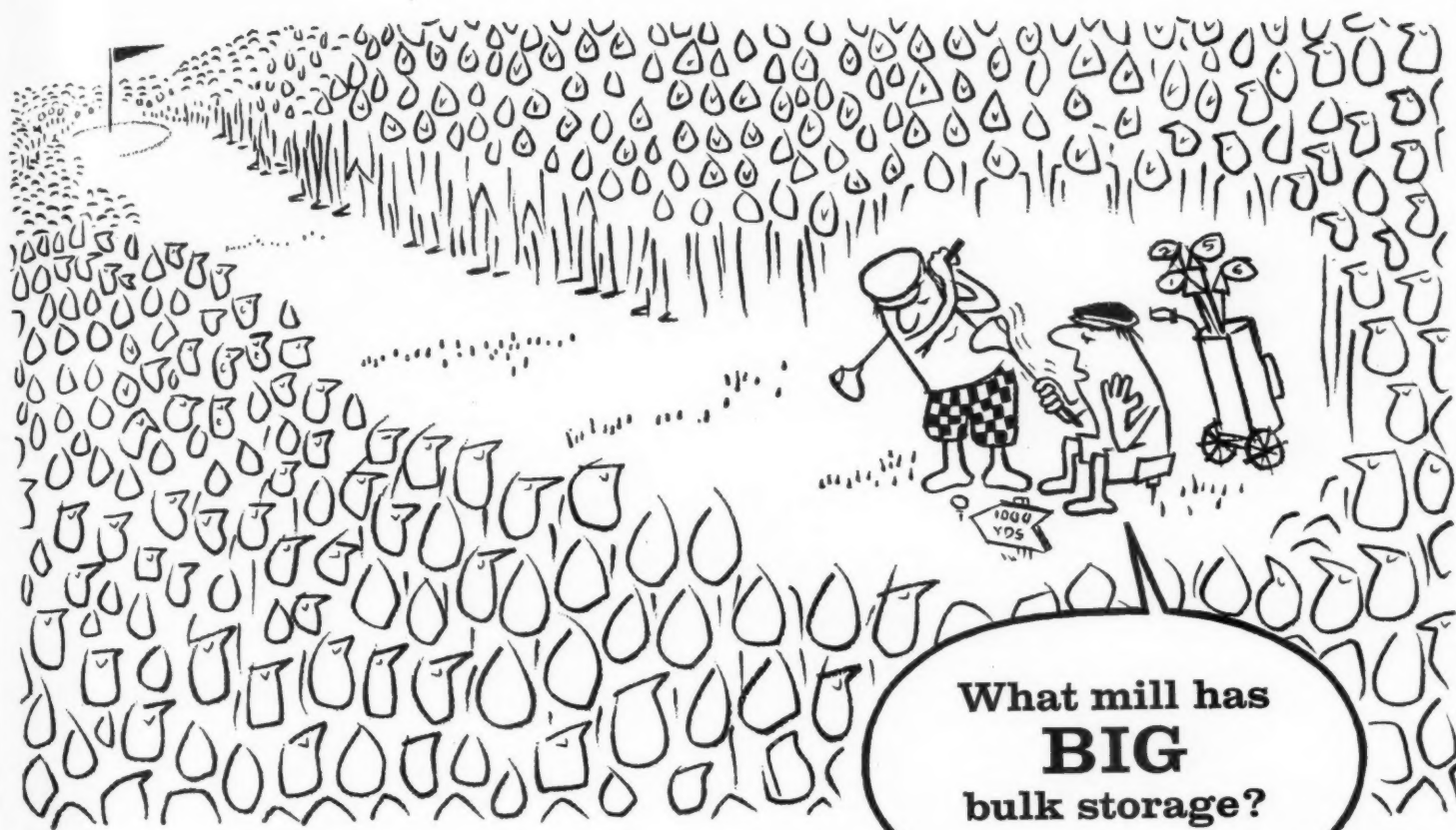
NEW YORK—A series of changes in the bag sales organization of the packaging division of Olin Mathieson Chemical Corp. have been effected, it was announced by J. R. Peat, product manager, bag operations.

Carl Campbell, formerly the St. Louis area sales representative, has been appointed central district sales manager. Mr. Campbell will maintain offices in Chicago. J. T. McNamara will succeed Mr. Campbell in the St. Louis area.

J. J. Griggs, formerly the Atlanta sales representative, has been transferred to the New Orleans sales area. The Atlanta territory will now be handled by Dale Underwood, who will reside in that city.

Frank Yocum, Chicago area sales representative, has been transferred to the Minneapolis area. Mr. Yocum will be replaced in the Chicago area by V. R. Roskam.

Warren Smiley has joined the bag sales department and will make his headquarters, temporarily, in West Monroe, La.



Every baker wants uniform flour...Atkinson delivers it!

Don't take less than you can get from
ATKINSON MILLING COMPANY MINNEAPOLIS



Flour Market

New Crop Soft Flour Buying Occurs

By KENNETH WAKERSHAUSER
News Editor, The American Baker

FLOUR bookings were very light across the U.S. during all of June and the first week in July, although some soft wheat types were sold in quantity just before the period ended. Bakers' contract balances were almost wholly depleted by the end of June and buyers moved over to a hand-to-mouth basis. As a result, close attention was being given to the Southwest harvest in anticipation of the big buying push expected soon.



Soft wheat flour buyers made new crop purchases between June 29 and July 6 estimated at 1.5 to 2 million hundredweights. Initial "feelers" about prices were made prior to June 29, but little business was consummated. As June came to a close, however, mills adjusted prices downward approximately 15¢ and the buying was on. Some sales were made for 12 months ahead, although the general purchase order was considerably shorter, ranging from 5,000 to 15,000 cwt. By the close of the period July 6, it was generally believed that one-half to two-thirds of the potential users of soft wheat flour remained unbooked despite the earlier flurry of activity.

Main developments during June and early July involved a more precise picture of the size of the Southwest crop, evidence of the widespread availability of storage—in contrast to a year ago—and establishment of price supports and acreage allotments for next year's crop.

Soft wheat flour buying began in a moderate way about the third week of June, almost simultaneously with arrival of the first cars of soft red wheat at Chicago from the new crop. Cookie and cracker bakers began to buy cautiously, and some took amounts ranging up to 30,000 cwt. Individual sales, however, bulked to about 5,000 to 15,000 cwt. Mills adjusted new crop prices 15¢ downward the last week of June on pie and cake types, and buying was intensified.

Production Outlook Below 1958 Level

The outlook as of June 1 is for an outturn of 1,182 million bushels of all wheat, or 19% below the record set in 1958, but still 10% above average, according to the latest wheat situation report of the Agricultural Marketing Service, U.S. Department of Agriculture. The indicated yield per seeded acre for all wheat is 20.2 bu., compared with the all-time record of 25.9 bu. last year and the 1948-57 average of 15.5 bu.

USDA estimates that the winter wheat crop will probably be 941 million bushels, or 20% below the 1958 outturn of 1,180 million bushels, but 15% above average—and 15% less than indicated output on May 1. The decline from May 1 is credited to infestations of wheat streak mosaic. For bakers interested in just how

much upward price pressure the smaller sized crop will bring to flour quotations, it is well to remember, also, that the indicated yield for winter wheat this year is 20.9 bu. per seeded acre, the second highest of record (22% less than the record 1958 yield of 26.8 bu. but still 31% above average).

Production of spring wheat, in contrast with the Southwest crop, is indicated at 15% below 1958 and approximately 8% below average, accounting for the strong levels of wheat and flour prices still prevailing for these types. The forecast is for 240 million bushels of spring wheat, with yield expected to be above average but not at the record level of last year.

Storage Ample For Hard Wheat

It is generally agreed now that there is ample storage space in the Southwest for the hard winter wheat crop, in contrast with last year. This, in part, will tend to keep flour and wheat prices strong. Elevator operators, concerned over prospects of having storage space unoccupied, have been urging growers to store wheat instead of selling it outright—even to offering premiums for such storage. This, in turn, is causing mills to raise their bids for new crop wheat closer to the loan storage price. In effect, mills find their costs raised and are reluctant to pare flour prices.

This, of course, was one of the reasons mills were in no mood to sell flour the last few days of June at prices equivalent to those at which sales were made earlier in the old year. For another reason, the return from millfeeds remains poor, with very little recovery having been made from the steep losses incurred way back in May. With much of the new Southwest wheat low in moisture and therefore high in keeping quality, the loan-storage factor will continue to be a strong upward price factor.

The rapid flow of wheat into storage and the forecast of less wheat than last year appear sufficient to off-

set any price bearishness stemming from the crop being indicated as 15% above average in size.

Cash Wheat Prices Give Ground Slowly

Cash wheat prices at Kansas City yielded several cents the first few days of June, apparently from initial harvest pressure, and then firmed up. Between June 12 and June 26, prices barely lost 1¢, despite the rapid spread of combining over the Southwest. Because of the flow into storage, intermittent rains which slowed cutting and the threat of mosaic damage, prices held their ground.

Price strength was even more pronounced in the spring wheat mills area where cash wheat climbed 8¢ between June 1 and July 2, sending bakery flour prices considerably higher. The basic reason for strength, of course, is the forecast of a crop 15% below 1958 and 8% below average. On top of this, there has been drought in some spring wheat states and a lack of subsoil moisture over most of the region. Although increased rainfall late in June improved the outlook, it was too late to save a portion of the spring wheat crop in South Dakota.

Wheat Carryover Continues to Rise

According to USDA, the total supply of all wheat for the crop year which started July 1 reached a record figure of 2,473 million bushels, or 5% above the previous record of 2,352 million bushels a year ago. Despite apparent shortages of wheat from the new crop, all wheat as of July 1 was 29% greater than the 1953-57 average of 1,921 million bushels. The record of wheat in all positions is due to the much larger carryover from last year's bumper crop, expected to aggregate 1,283 million bushels of the total supply. The total prospective supply for 1959-60 of 2,473 million bushels also includes the crop forecast of 1,182 million bushels and an allowance for imports and wheat for seed and animal feed.

... At This Time Last Year ...

FLOUR SALES

The flour markets moved into a period of dullness following the moderately heavy bookings of hard wheat types which occurred in the Southwest at the end of June and the initial week of July. The period also included a good run of soft wheat flour sales. Most of June was dominated by an acute shortage of supplies, unsteady prices and hand-to-mouth purchases, all part of the adjustment from the tight situation of the previous crop year to the abundance promised by the billion-bushel new hard wheat crop.

PRICES

With the soft wheat harvest making the most progress the third week of June, a basis was established, with prices adjusted downward 90¢ to \$1 from the old crop level. By June 20, flour prices on hard wheat bakery types at Kansas City, too, had dropped several cents, apparently the long-awaited adjustment to the new crop basis. Cash wheat prices at Kansas City turned sharply downward during June, with losses ranging from 30¢ to 35¢. Cash wheat prices at Minneapolis, on the other hand, were strong throughout the period, finishing 2¢ to 3½¢ above early June.

WHEAT

Both the size and yield of the total winter wheat crop were expected to be of record proportions, giving further support to the belief in lower flour prices to come. The June 1 U.S. Department of Agriculture estimate of all wheat production for 1958-59 was at 1,271 million bushels, or more than one-third larger than total 1957 production of 947 million bushels, and 14% more than average.



THE NEW YORK STOCK EXCHANGE

Quotations on baking, milling and allied stocks listed on the New York Stock Exchange:

	June 26, 1959	July 2, 1959
	High	Low
Am. Bakeries Co.	48 1/2	45 1/4
Am. Cyanamid 62 1/4	46 1/4	57 1/4
A-D-M Co.	49 1/4	46 1/4
Borden 81 1/4	70 1/4	80 1/4
Cont. Baking Co.	52 1/4	44 1/4
Pfd. \$5.50	107 1/2	102 3/4
Corn Pr. Ref. Co.	59 1/2	52
Crown Zellerbach Corp.	60 1/4	50 1/4
Pfd. \$4.20	98 1/4	90 1/4
Dow Chemical 91 1/4	74 1/4	89 1/4
Gen. Baking Co.	14 1/4	12 1/4
Pfd. \$8	153	150
Gen. Foods Corp.	97	74 1/4
Gen. Mills, Inc.	120 1/2	88 1/4
Pfd. 5%	114	104
Merck & Co.	91 3/4	87 1/4
Monsanto Ch. Co.	53 1/4	38 1/4
Natl. Biscuit Co.	56	49 1/4
Pfd. \$7	144 1/2	147
Pfizer, Chas.	43 1/4	36
Pfd.	100	95 1/4
Pillsbury Co.	47 1/4	41 1/4
Procter & Gamble ..	89 1/4	73 1/4
St. Regis Paper Co.	50 1/4	42 1/4
Std. Brands, Inc.	69 1/4	61 1/4
Pfd. \$4.50	82 1/4	73
Sterling Drug	59 1/4	43
Victor Ch. Works	49 1/4	28 1/4
Pfd. \$3.50	81 3/4	79
Ward Baking Co.	16 1/4	12 1/4
West Virginia Pulp & Paper Co.	50 1/4	42

	Bid	Asked
American Cyanamid, Pfd.	86 1/2	87 1/4
Corn Pr. Ref. Co., \$7 Pfd.	86	88
Merck & Co., \$3.50 Pfd.	73	82
St. Regis Paper, \$4.40 Pfd.	91 1/2	93 1/2
Sunshine Biscuits, Inc.	99 1/4	100
Un. Biscuit of America	90	94
Ward Baking Co., \$5.50 Pfd.	88 1/2	91

THE AMERICAN STOCK EXCHANGE

Quotations on baking, milling and allied stocks listed on the American Stock Exchange:

	June 26, 1959	July 2, 1959
	High	Low
Burby Biscuit Corp.	10 1/4	6 1/4
Wagner Bk. Co.	5 1/4	2 1/2
Wallace & Tiernan Inc.	51	36 1/4
Horn & Hardart Corp. of N. Y.	35 1/2	34
Pfd. \$5	97 1/4	98 1/4
Pfd. \$8	132 1/4	134 1/4
Wagner Baking Co., Pfd.	74	78

CANADIAN STOCKS

	June 20, 1959	June 27, 1959
	High	Low
Canada Bread 5.50	4.55	4.25
Pfd. B 56	55	53
Can. Bakeries 8 1/4	8	7
Can. Food Prod. 5.00	2.50	4.25
Pfd. 8 1/4	7	8 1/4
Pfd. 50 1/4	41 1/4	50
Catelli Food, A 44	40	40
B 60	54	60
Cons. Bakeries 10 1/4	8 1/4	9
Gen. Bakeries 10.50	7.00	9.37 1/2
Int. Mig., Pfd. 70	67	67
Lake of the Woods, Pfd. 125	120	120
Maple Leaf Mig. 19 1/2	12 1/4	19
Pfd. 97 1/2	92	97 1/2
Ogilvie Flour 50	40	47 1/4
Pfd. 145	132	140
Std. Brands 63 1/4	63 1/4	63 1/4
Weston, G., A. 44 1/4	34 1/4	41
B 44 1/2	34	40 1/4
Pfd. 4 1/2% 95	87	92

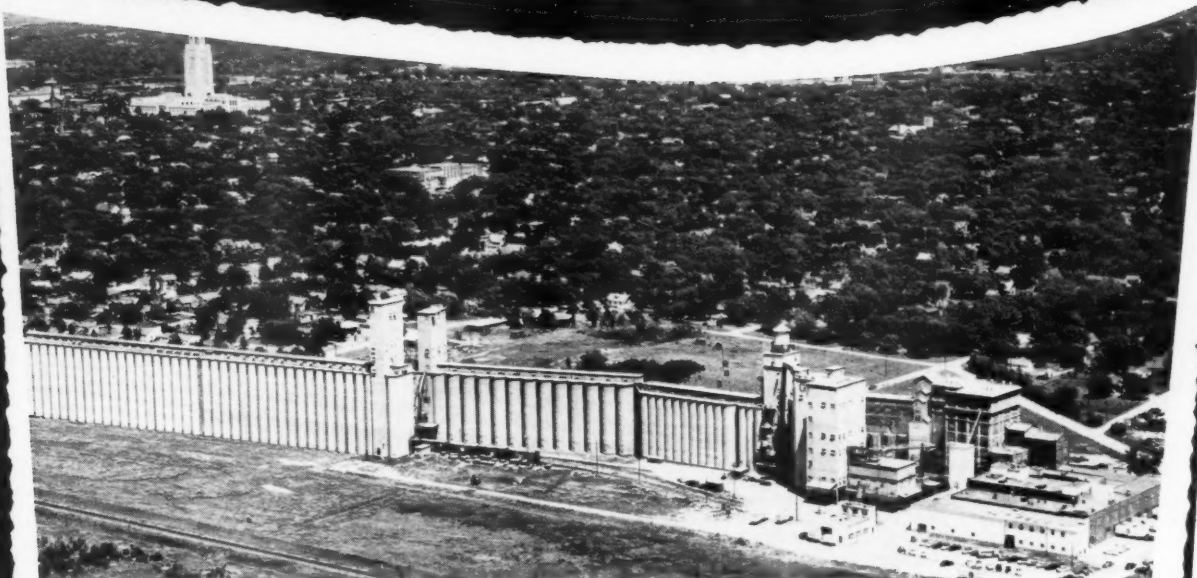
*Less than board lot.

—BREAD IS THE STAFF OF LIFE—

Merck Reduces Price Of Lysine Product

RAHWAY, N.J.—A 17.5¢ reduction in the price of lysine monohydrochloride has been announced by Merck & Co., Inc., Rahway. The reduction, now in effect, puts the price at \$4.95 lb. for 100-lb. and 25-lb. drums.

The new price is the second reduction announced this year by Merck.



GOMEC

A flour we recommend to all bakers wanting the best in a Hard Winter Wheat Flour.

SPRING LOAF

This is our top-quality Spring Wheat Flour. High Absorption Excellent Tolerance

JUMBO

A strong protein Spring Wheat Clear Flour with good absorption.

GOLD NUGGET

Our finest quality Spring Wheat Clear Flour. Our friends say its Tops in its Field.

WHOLE WHEAT

Hi-Protein Spring Wheat. Milled especially with a rich wheaty flavor for the baking trade.

RYE FLOUR

Pure or blended to fit your requirements. Milled with the flavor left in.

WHERE

Quality and Performance
ARE TRADITIONAL

Identical high quality and performance of our product are our aims when milling flour for Bakery Customers.

Each and every bag must meet the "Gooch High Standard of Quality." This standard is maintained by constant Laboratory Control plus the skill and integrity of our employees who take great pride in their product.

Gooch Customers Always Get the Best

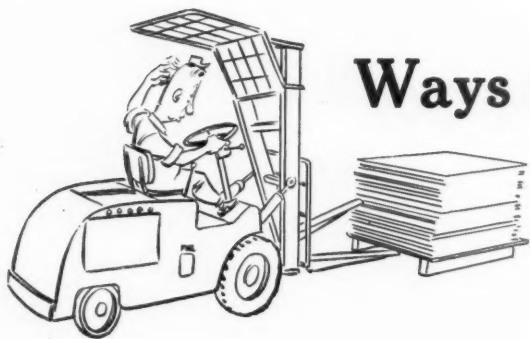
GOOCH'S BEST
Identical Performance **FLOURS**

GOOCH MILLING & ELEVATOR CO.

LINCOLN, NEBRASKA

Daily Capacity 6,000 Cwts.

Elevator Space 4,000,000 Bus.



Ways to Kill or Cure a Fork Truck

Would you pour water into a fork truck's gas tank? Would you send a fork truck out on a job without a drop of oil in it? Would you put anti-freeze into the radiator on a hot July day? According to Clark Equipment Co., such antics are responsible for at least 10% of fork truck damage. Clark has made available a checklist of procedures which lead to damage—followed by the remedies.

The Kill

1. Ignoring the manufacturer's lubrication specifications is an easy and sure way of permanently damaging a fork truck. A clever trick is to use one kind of lube for "all" lubrication. Chassis grease, for example. This probably will not hurt the chassis, but will certainly play havoc with the engine, steering gear, lift chains and other parts requiring lighter oils.
2. When looking for a container with which to fill the gas tank, pick up the water can. But do not look inside. There might be an inch or two of water left in the can. If this is poured in the gas tank, eventually the engine will stop. Perhaps no serious damage will be done, but several hours might be spent looking for the trouble.
3. The removal of both tilt cylinders for periodic inspection presents a fine opportunity for ruining the truck's upright. This can be accomplished by removing the cylinders without first securing the upright. When the second cylinder is taken out, the upright, having no further support, will crash to the floor.

The Cure

Be consistent about following the manufacturer's suggestions for lubrication, regarding both the type of lube to use and the frequency of lubrication.

Use a can that is used for gasoline only, not water or oil. And make sure it is clean and dry; dirt in the gas tank will cause more harm than water.

Use a mobile crane, chain lift or some such device to secure the upright when the tilt cylinders are removed.

(Turn to FORK LIFT TRUCKS—"KILL OR CURE," page 30)

The Wafer with the Warranty That Protects YOU

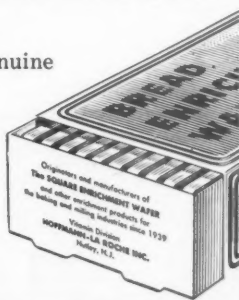
Only Roche* makes it.
It's SQUARE.
Roche originated it.
Roche guarantees it.



Roche engraves the Roche name on each wafer to make sure you always get the genuine square bread enrichment wafer guaranteed and made only by Roche.

Roche identifies each box of genuine Roche square wafers with the name Roche on each end of every box

Roche guarantees each Roche square wafer with this warranty



*ROCHE—Reg. U.S. Pat. Off.

SQUARE BREAD ENRICHMENT WAFERS
are guaranteed by Hoffmann-La Roche Inc. to give you

<p>1. ASSURED POTENCY</p> <p>Enrichment assured when SQUARE wafers are used as directed.</p>	<p>2. QUICK DISINTEGRATION</p> <p>Complete disintegration in agitated water in yeast emulsifier.</p>	<p>3. SUPER-THOROUGH DIFFUSION</p> <p>Flour-fine particles insure even distribution throughout each loaf.</p>	<p>4. FINER, MORE BUOYANT PARTICLES</p> <p>SQUARE wafers give you thousands of particles, longer suspension.</p>	<p>5. CLEAN, EVEN BREAK</p> <p>Wafers break clean into halves and quarters, for odd-sized doughs.</p>
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Look for the name ROCHE—your guarantee on the Wafer with the Warranty. Order from your yeast company salesman today.

VITAMIN DIVISION • HOFFMANN-LA ROCHE INC. • NUTLEY 10, NEW JERSEY



OPEN HOUSE—Guests from all parts of the U.S. recently toured the new offices of Quality Bakers of America Cooperative, Inc., in New York. The QBA facilities now cover two and a half floors of one entire block-long building, with services provided to bakers in the continental U.S. and Canada and to places as distant as Hawaii and Bermuda. Joseph E. Boyle, J. E. Boyle Co. center, is being given an explanation of QBA by Joseph P. Duchaine, My Bread Baking Co., New Bedford, Mass., president of the cooperative, at the left, and George N. Graf, QBA general manager, at the right.

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- Domestic and Export Millers.
- Experienced in all types of bulk delivery.
- New... complete quality control and baked products laboratory.

- Complete line of fine quality Bakers' Flours.
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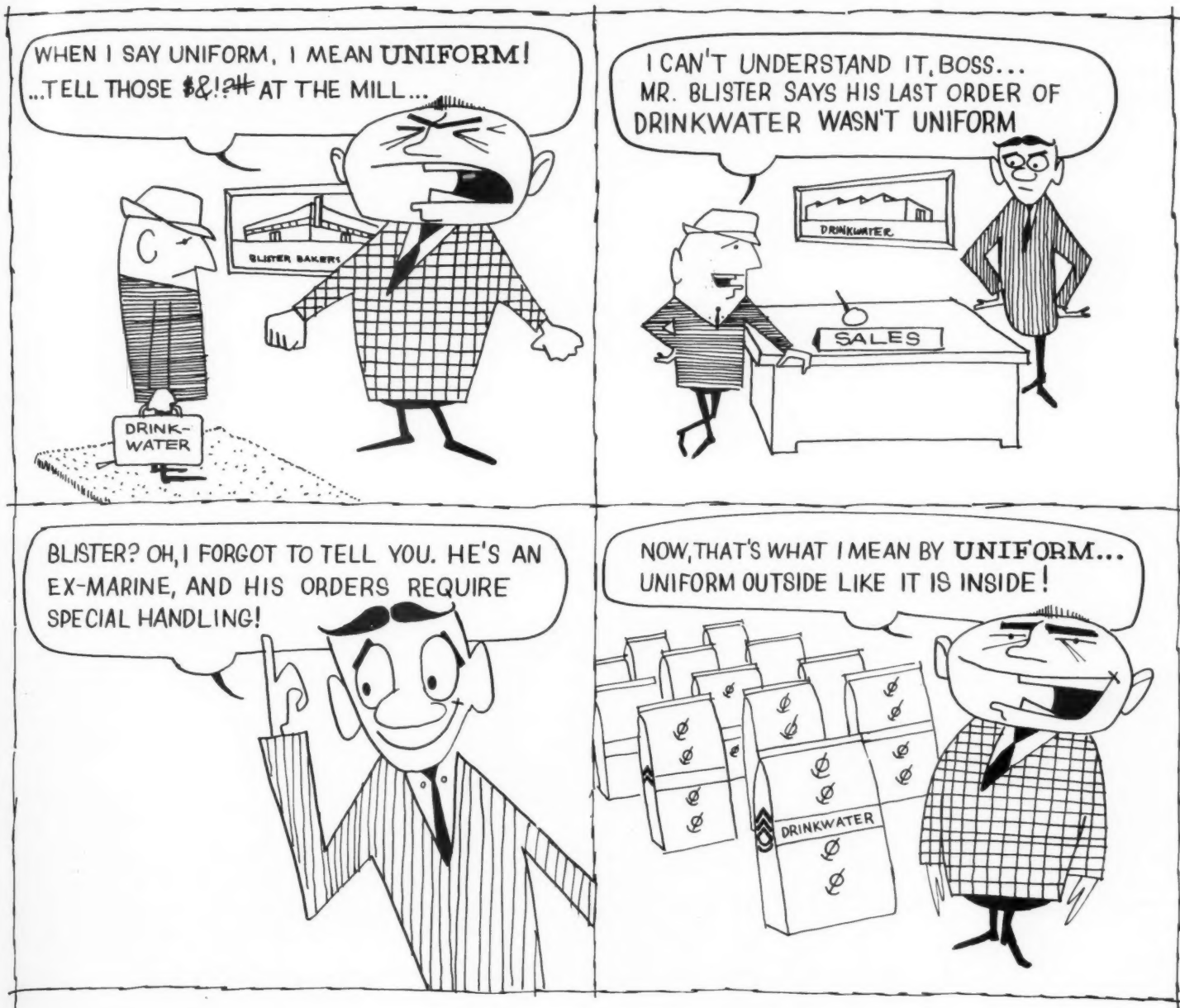


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Portland Crown Division

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THE FLOUR WITH CONSISTENT QUALITY!

DRINKWATER FLOUR

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A Division of Burrus Mills, Incorporated

Commercial Finance—A Source of Working Capital Available to Growing Companies

By Theodore H. Silbert, President
Standard Financial Corp.

1. How widely used is commercial financing in the baking industry?

About \$11 billion in commercial financing was used by industry in 1958. Baking companies used \$74 million in commercial financing in 1958, and will use about \$82 million in 1959 because of increased sales. When the baking market expands, the working capital of commercial bakers is squeezed. Typically, a baking company has inventory equal to 73% to 95% of net working capital. This is a burden. Then also, the ratio of current assets to current debt in most baking companies is very tight—about 1.9-to-1—with much of current assets frozen in accounts receivable. True, the average collection period in the baking industry is only about 10 days. But even 10 days' wait may hurt an expanding company which needs all its cash for current production.

Profits in the baking industry are good. The normal return (after taxes) is about 33% on net working capital with a turnover of working capital about 18 times a year. Some baking companies earn (after taxes) about 60% to 70% on net working capital; they turn their working capital 30 and 40 times a year. This cannot be done if the bulk of their cash is frozen in inventories or accounts receivable. For that reason, most baking companies are seeking ways to keep their cash liquid.

2. What primary need does commercial financing attempt to meet?

Commercial financing provides working capital for growing firms.

3. What is the normal wait for cash in industry?

In most industries, a manufacturer must normally wait an average of 24 days before he has made his collections on his shipments.

4. Why is this important?

If that 24 days could be cut in half, say to 12 days, or even to zero, this manufacturer may be able to reorder inventories more promptly, increase production, sales "and profits", if his sales opportunities warrant. In short, by cutting his collection period, a manufacturer can increase his capital turnover. Since profits are based mainly on capital turnover, any financing which permits a business to get money back more quickly from accounts receivable is a major aid in increasing profits.

5. What is commercial financing?

Commercial financing is an arrangement whereby a financing institution will either purchase or make a loan on a company's accounts receivable as soon as the product is shipped. There is no waiting period on collections. This applies to manufacturers, distributors and jobbers. The two methods of commercial finance—factoring and accounts receivable financing—enable a company to operate on a cash basis, without waiting for customers to pay their bills.

6. Who uses such services?

Commercial financing is used mainly by growth companies whose sales have outgrown their working capital. Many are smaller companies who do not have access to all the bank financing they need.

Some of the firms which have grown to mature stature as a result

of commercial financing include Dow Chemical Co., Monsanto Chemical Co., airlines, air control products firms, an electronics corporation and a major manufacturer of swim suits. As a service, the Foundation for Management Research, Inc., 121 W.

Adams St., Chicago 3, Ill., publishes a study, "Who Uses Commercial Finance—and Why," which is free upon request.

7. What does commercial financing cover?

Commercial financing has two parts—factoring and accounts receivable financing.

In factoring, the manufacturer "sells" his accounts receivable to the financing company for cash at full face value minus the customary trade discount. In this method, the factoring company is responsible for the collection of those accounts receivable, and customers are asked to pay their invoices directly to the financing institution. (There are exceptions to this; see question 17.) The financing company assumes all bad debt losses.

In accounts receivable financing, the financing institution "lends" the



Mr. Shipper: Are



preventing your shipments from arriving



The ****DRI-PROTECTO CAR** is a compact car offering maximum protection from heat or cold for those long hauls of straight loads where temperature extremes are encountered. Movements of dry commodities that require that extra protection for customer's satisfaction are best handled in this car. The DRI-PROTECTO CAR also offers complete protection against infestation.

The DRI-PROTECTO CAR is heavily insulated and offers a smooth, flush interior and can eliminate or greatly reduce car preparation costs. Consult with **NORTH AMERICAN**. Test cars furnished promptly.

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7. Availability of identical cars is beneficial to pattern-type loading.

*1 HEAT

2 COLD

3 INFESTATION

REMEMBER—IF IT'S NEW, IT'S NORTH AMERICAN

manufacturer 80% to 90% cash on the face value of his accounts receivable as soon as shipment is made. However, the manufacturer maintains responsibility for collection of outstanding invoices, and also bad debt losses. Under this arrangement, the financing institution does not appear between the manufacturer and his customers.

8. Is bank borrowing preferable to commercial financing?

It is. Bank borrowing is preferable to any other form of short-term financing. It is less costly and involves less red tape.

9. Why then is commercial financing used?

Unfortunately, there are legal restrictions on bank loans, which are normally limited to short-term loans of 30, 60, 90 days, up to a year. If renewed, some part of the principal must be paid off. But most important: Bank loans are usually limited to some proportion of net worth. A manufacturer with \$50,000 of net worth but with \$1 million in sales—and \$2 million sales volume in view if he can get more working capital—cannot hope to borrow enough from a bank to permit him to travel very far on the road of expanded production and

sales. At most, such a manufacturer might be eligible for a \$25,000 unsecured bank loan. This is insufficient on any realistic basis.

10. What will a commercial finance company do for this manufacturer?

Since the commercial finance company looks to a firm's accounts receivable as collateral, a firm with \$100,000 in monthly receivables can expect to raise at least \$80,000 immediately as the goods are shipped. Moreover, there is no "cleanup." This \$80,000 to \$100,000 can be used over and over again as a revolving fund, or the amount can be increased as

Accounts Receivable Can Be Put to Work

During 1959 enough baking firms will either sell their accounts receivable to commercial finance firms—or borrow on this asset—to furnish over \$82 million worth of growth capital. These will be firms with their cash frozen in inventories or accounts receivable just at a time when working capital is necessary to meet the demands for a new product or plant expansion.

shipments are made and receivables grow.

11. How much will a company receive on its accounts receivable?

In factoring finance, the business client is paid almost 100% of the face value of the accounts receivable "as soon as the shipments are made," eliminating the wait until the customers make payment.

In accounts receivable financing, the financing institution "lends" or makes a cash advance, normally about 80% to 90% of the face value of the firm's accounts receivable. This payment is made as soon as shipment of goods is made; the invoices serve as collateral.

12. How does commercial financing compare with bank loans?

There are two significant differences: First, cash available under commercial financing is normally limited only by the amount of accounts receivable, rather than the net worth. As a result, commercial financing will usually result in five to 10 times the amount available under bank financing. Second, there is no "cleanup" of commercial finance funds, no "pay-up" of the loan. The funds remain in the business as long as the company has use for such extra working capital.

13. How do bank rates and commercial finance rates compare?

The rates in commercial financing are higher than bank rates, but the "dollar cost" difference is small. Since it is the dollar cost that is important, we will start from there. The factoring company charges interest on its money, which is paid upon receipt of the firm's accounts receivable; also a fee covering collection and bad debt losses. Interest is at the annual rate of about 6%; the fee for assuming the risk of collection varies.

Let us assume that all the firm's shipments are made on the first of the month, and the accounts receivable are immediately turned over to the commercial finance company for cash. Since the average collection is about 13 days after the first 10 days when the receivable can be discounted, this means that the factoring company must wait 23 days to collect its money from the firm's customers. Of course, some payments will be received more promptly and some may be delinquent, but the average will remain 23 days. The manufacturer being factored is charged interest for 23 days. Interest on \$1,000 for 23 days at 6% per annum amounts to \$3.83.

The factoring fee which covers the collection service and the involved risks "varies with the volume of sales, with the size of the average invoice, with the number of bills to be collected, and the credit rating of the firm. Under normal conditions, the factoring fee is less than 1%," and usually is about $\frac{3}{4}$ of 1%. The factoring fee (Turn to **COMMERCIAL FINANCE**, page 32)

these  **CULPRITS** 

at destination in excellent condition?

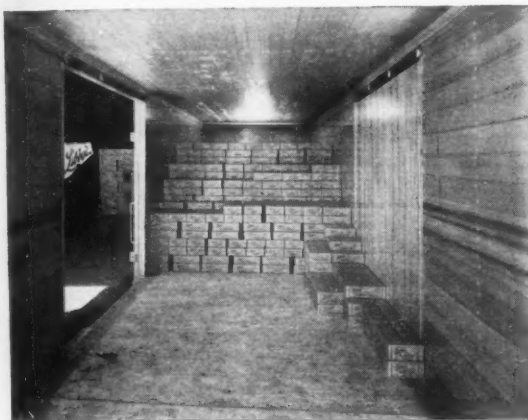
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NORTH AMERICAN CAR CORPORATION'S

DRI-PROTECTO CAR



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Shipment of Chiclets in DRI-PROTECTO CAR by American Chiclet Co.



NORTH AMERICAN CAR CORPORATION

231 South LaSalle Street, Chicago 4, Illinois
Telephone Financial 6-0400

North American Car Corporation
Sales Dept. Attn: Mr. H. R. Platt
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Planned Program of Safe Driver Training Pays Dollar Dividends for Spokane Bakery

Continental Baking Co.'s Spokane (Wash.) plant earns an annual insurance rebate of \$4,000 to \$5,000—proving the effectiveness of its driver training. The program also means lower repair bills, higher gas mileage, less legal expense, fewer damage claims and better maintenance costs.

A certificate of merit from its insurance company for conspicuous achievement in accident prevention hangs in the office of Robert Friede, personnel manager and safety engineer for the Spokane, Wash., plant of Continental Baking Co.

In the office of Robert Heaps, plant manager, hang other awards from the National Safety Council commending the plant for its outstanding record of safety. These were earned because of the company's unique safety program. A rebated dividend from the

insurance company, based on the low frequency of accidents and varying from \$4,000 to \$5,000 annually, is part of the financial reward.

The national organization of Continental inaugurated its intensive safety program in 1927. This program consists of four parts: (1) Careful selection of personnel, (2) a specific indoctrination program, (3) a thorough training program which begins the day the man is hired and continues throughout his employment by the company, and (4) safe driving awards.

If the company needs additional driver salesmen, anyone who chooses to apply will be given an interview with Mr. Friede, and will fill out a short application form. From these applicants, two or three who seem best qualified are asked to return for another interview. At this time Mr. Friede attempts to determine the man's background, character traits, emotional stability, reactions under pressure, and something about his home life. The applicant fills out a detailed application sheet, giving, among other things, his driving record, number of tickets and where and why they were received. This is checked out with police records, not only to determine his driving skill, but also to indicate his honesty (does his information check with the records?). He is asked to talk with employees of the company as to how they feel about working for Continental, and to gather information about the company from every source he can.

Background Checked

He is told that his background as far back as high school records will be investigated, as well as his credit rating and neighborhood contacts. An interview will be held with his wife at his home. This personal background information is necessary because studies have shown that the safest driver is the emotionally mature and stable man.

The indoctrination program begins with an explanation of Continental policy, benefits, and what is expected of the employee. He tours the bakery and garage. The home office of the company in Rye, N.Y., has prepared an excellent safe driving manual explaining clearly the rules for driving a loaded truck safely. Diagrams vividly illustrate such things as the weight center and its effect on performance of the truck. The Spokane plant has made its own supplement to this manual, and the applicant takes these home to study for a day or two, and to talk over with his wife the time of job he has accepted with the company. She should know what hours he will be working, what his pay will be, the benefits and the security offered by the job. He is asked to write down questions about the job or anything in the safety manuals he wishes answered at his next interview.

At that time, Mr. Friede gives the



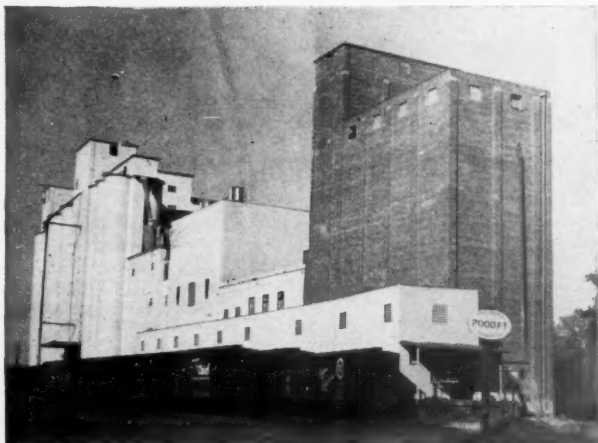
Robert Heaps

PLANT MANAGER—In the office of Robert Heaps, plant manager of Continental Baking Co. of Spokane, Wash., hang the National Safety Council awards won by his employees. Of the plant operations which Mr. Heaps must administer, safety is given top priority in every one.

applicant a detailed and difficult written vehicle operator's examination prepared by the company and consisting of 50 true-false questions, 24 word completion questions, and 26 sentence completion questions. He is shown a 40-min. movie, also prepared by the company and titled "Wanted—Driver Salesman." This depicts the efforts of three men to secure a job with the company. Two fail and the reasons for their failure are clearly shown. The third is the prototype of the employee the company is seeking.

On another day, he is taken to the garage superintendent, Clarence Sampson. Operation of the trucks, the method of keeping records on mileage, gas used, condition of tires, batteries, and general working condition of the truck are explained. Then the superintendent takes him for a road test, with a form provided by the company to record the man's performance in 10 driving habits. This

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Our brands have become identified with quality the world over. . . . Extensive experience with top-quality wheats from Montana, Idaho, Washington and Oregon milled in the largest flour mill on the West Coast means flours of consistent uniformity and highest quality.

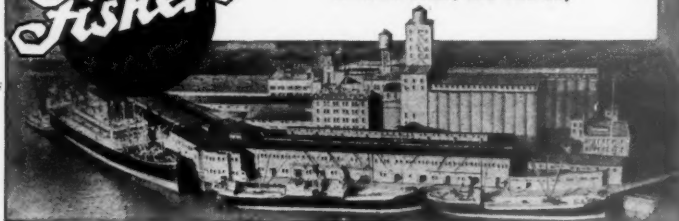
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IT PAYS TO BUY

American Flours



AMERICAN FLOURS, Inc.

is the crucial moment of his indoctrination, because if Mr. Sampson determines the man is not capable of operating the truck safely, his application is turned down. If Mr. Sampson feels he could be taught to operate the truck safely with additional training, he is passed with that limitation.

The success of this careful selection and thorough indoctrination is proven by the low turnover rate for employees—43% for the last quarter of 1958, for example.

Training Program

The training program begins with a few days of inside work, seeing sales movies, learning about grocer cooperation, point of purchase sales techniques, and general operation, which is covered by a carefully planned, 37-step sales training program. Then he spends several days riding with the

route supervisors. He also accompanies various drivers on their routes so he may actually see the various problems in salesmanship, as well as driving, which he will encounter.

At the end of 30 days of employment, the supervisors under whom he has worked fill out a report form, supplied by the home office, which rates his driving practices in many categories as "Good," "Fair" or "Poor." He is then called into conference with his supervisor to discuss the report. If there are some ratings of fair or poor, an effort is made to determine why he is having trouble with these particular phases of driving. A cordial letter is sent to the husband and wife asking their cooperation in keeping his home life as serene as possible, and avoiding circumstances or quarrels which would send him off to work with his mind

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SAFETY EMPHASIZED — Robert Friede, safety engineer for Continental Baking Co. of Spokane, Wash., stands beside the bulletin board which hangs in the employee lunchroom. The board shows the number of accident-free days for each division in the plant.



on his problems rather than his driving.

Whenever a man reports to work, if he seems troubled or ill, any employee who notices it is requested to report the matter to his supervisor or the garage superintendent. They talk with the driver to determine whether the man is in physical and mental condition to operate a vehicle safely. Personal tragedies, upsetting circumstances, illness, or lack of sleep have made it necessary occasionally to ask a man to take a day off rather than risk an accident through inattention.

Training in safety is continuous in the Spokane plant. Safety reminders are everywhere—on bulletin boards, posters and plaques. A bulletin board in the employees' lunch room lists the number of accident-free days in each division. Bulletins calling attention to safety practices are issued to all personnel when necessary. Materials from the National Safety Council and the insurance company are often attached to pay checks. The greatest emphasis is placed at all times on defensive driving.

If a driver is involved in an accident, he must promptly notify police and his route supervisor, carry out standard safety procedure concerning any personal injury, and stay at the scene of the accident until his accident report form, provided by the company, has been completely filled out and given to his supervisor. The salesman must attend the next monthly meeting of the safety committee to explain his accident and answer questions of others present. The committee reviews the decision made by the supervisor placing the accident in one of three classifications:

A. Company driver not at fault or could not have prevented the accident. Non-chargeable.

B. Company driver partially at fault. Chargeable.

C. Company driver at fault or could have prevented the accident. Chargeable.

The rating given the accident is filed on the employee's card.

Supervisors file monthly reports with Mr. Friede relative to details of

driving safety which may need special attention. He coordinates these reports into a bulletin to all supervisors listing matters which the supervisors should call to the attention of their drivers, such as clean mirrors properly adjusted, attention to parking so no crosswalk is obstructed or blind spots created for other drivers. Periodically, bulletins also list the number of accident-free days for the plant. Mr. Friede's annual report for 1958 showed only one vehicle accident and one personal injury with 1,880,000 miles travelled and 451,000 hours of work.

Two accident prevention committees meet monthly to plan preventive programs and carry on the continuous safety education program. The outside committee consists of Mr. Heaps, Mr. Friede, department heads, supervisors and foremen of the outside departments. The inside committee is similar, including the same personnel from inside departments. Each of these men is required to be completely informed in the company's safety procedures as given in a specially prepared manual explaining the responsibility of each in safety training.

(Turn to SPOKANE BAKERY, page 20)

DAVID HARUM BAKERS FLOUR

From Nebraska's
Choice Winter Wheat
LEXINGTON MILL & ELEV. CO.
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Quality Soft Wheat Flours
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The Quality Bakers Flour
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*There's a bonus
for the baker in the
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You
bake *more bun*
per scaling weight
with Washburn's
Gold Medal Flour!

See for yourself!

With Washburn's Gold Medal Flour, you can actually scale your buns *less*. Or if you scale them the *same* weight, you bake up plumper, bigger buns. *More* bun . . . from the same amount of ingredients! And look at the other bonuses you get from Washburn's Gold Medal—the number one flour in its class!

1. *Wide tolerance* to machine, time and shop variables.
2. *Rugged strength* . . . yet designed for smooth machining.
3. *A longer shelf life* for the breads and buns you bake up.
4. *A full wheaty flavor* . . . the kind that brings customers back!

Talk to your General Mills salesman about Washburn's Gold Medal in your operation. He's been trained to assist you in getting full value out of every General Mills sack of flour.

*Be sure to tie in with Bakers of America's
"Let's Eat Outdoors" and Wheat Flour
Institute's "August is
Sandwich Month"
promotions!*

Good eating will always begin with Bread

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Mills

You, the Baking Industry and Survival

By David M. Levitt

The struggle for survival of our way of life will be won by well trained, forward thinking men in vital industries such as baking . . . in 40 years AIB graduates have infiltrated with open eyes and open minds . . . now the real explosion of ideas is coming—**Commencement address, American Institute of Baking, 1959.**



AIB OFFICIALS—The courtyard of the American Institute of Baking in Chicago was the rallying ground for alumni and AIB officials following the recent graduation exercises of the 75th class. In this group are, left to right, Louis E. Caster, Kelg-Stevens Baking Co., Rockford, Ill., chairman of the board of AIB; David M. Levitt, DCA Food Industries, Inc., who delivered the commencement address; Howard O. Hunter, AIB president, and Dr. Robert W. English, director of education at the institute.

EDITOR'S NOTE: Mr. Levitt is president of DCA Food Industries, Inc., and an alumnus of the class of 1940, American Institute of Baking. His address was delivered before the 75th class to be graduated from the institute. Mr. Levitt is also a member of AIB's educational advisory committee.

The foreign ministers have met in Geneva. Two monkeys have been shot 300 miles into space and landed safely near the tropical paradise of Antigua. In a few months, a meeting may be held at the summit. Man's story unfolds at a fantastically accelerated pace.

You have finished five slow months, filled with many-hour days. Eighteen to 20 of those hours probably have been spent working at the institute or studying in your room. You have found much of the work interesting and some of it dull. You have sweated in shop class. You have been confused in bakery science. You have slipped on the slide rule. You have wondered what made you decide to work in the baking industry. You have questioned, "What am I beating my brains out for?" The world is spinning to destruction and you are learning what makes bread stale. The learning seems stale and unimportant.

But it is not. It is important as anything at Cape Canaveral or in the great research laboratories. Man does not live by bread alone, but he can survive on it. You are one of those who will help him survive.

You are lucky. You are wise. You have picked a career in an industry which is vital and needs you. A prayer several thousand years old is still recited by many at the beginning of each meal. "Blessed art Thou, O Lord, our God, ruler of the universe, who bringest forth bread from the earth." The story of man is the story of bread and how it has been provided for the growing number of mouths on this earth.

How each nation has succeeded in providing bread for its people—this is the measure of its success.

You have received here the basic training to build a more successful nation.

The products of the baking industry are used by each person in the U.S. at each meal, and probably at one other snack during the day. Six hundred million times a day some product of the baking industry is used.

The nutrition built into these products is critical to the health of the people. Seventeen years ago we knew that bakery foods were deficient in some vital food elements. The industry was criticized, with justification, for removing vitamins, niacin and other food elements in the refining process. But, in one of the most dramatic steps ever taken by any industry, the enrichment program was developed.

In October, 1956, I attended the American Bakers Assn. convention. Presentations were made in honor of the 15th anniversary of the enrichment program to those men who had been the leaders in its creation. Dr. Norman Joliffe, Dr. M. L. Wilson, Dr. Thomas Parran, Dr. Russell M. Wilder and Dr. R. R. Williams were present and told some of the story behind the program. I listened to the ceremonies with a deep sense of the great contribution the enrichment program has made to our nation and the baking industry.

Bread Consumption

Before 1941, bread consumption per capita was going down in this country. After 15 years of enrichment—after 15 years of educating the public on the nutritive value of its products—the baking industry had been able to stop the decline in per capita consumption.

But it was not only the enrichment program. Other elements involved were variety products and good merchandising.

This is one of the serious problems. (Continued on page 24)

Choose From These . . . Hubbard Quality Flours



**Standard Grades
Mellow Types
Blends
High Protein
Specialty Flours**

You bake better . . . control quality better . . . with Hubbard Flours. That's because Hubbard begins with the finest milling equipment and technique, and follows through with constant laboratory checks to assure absolute *every-shipment* uniformity of quality.

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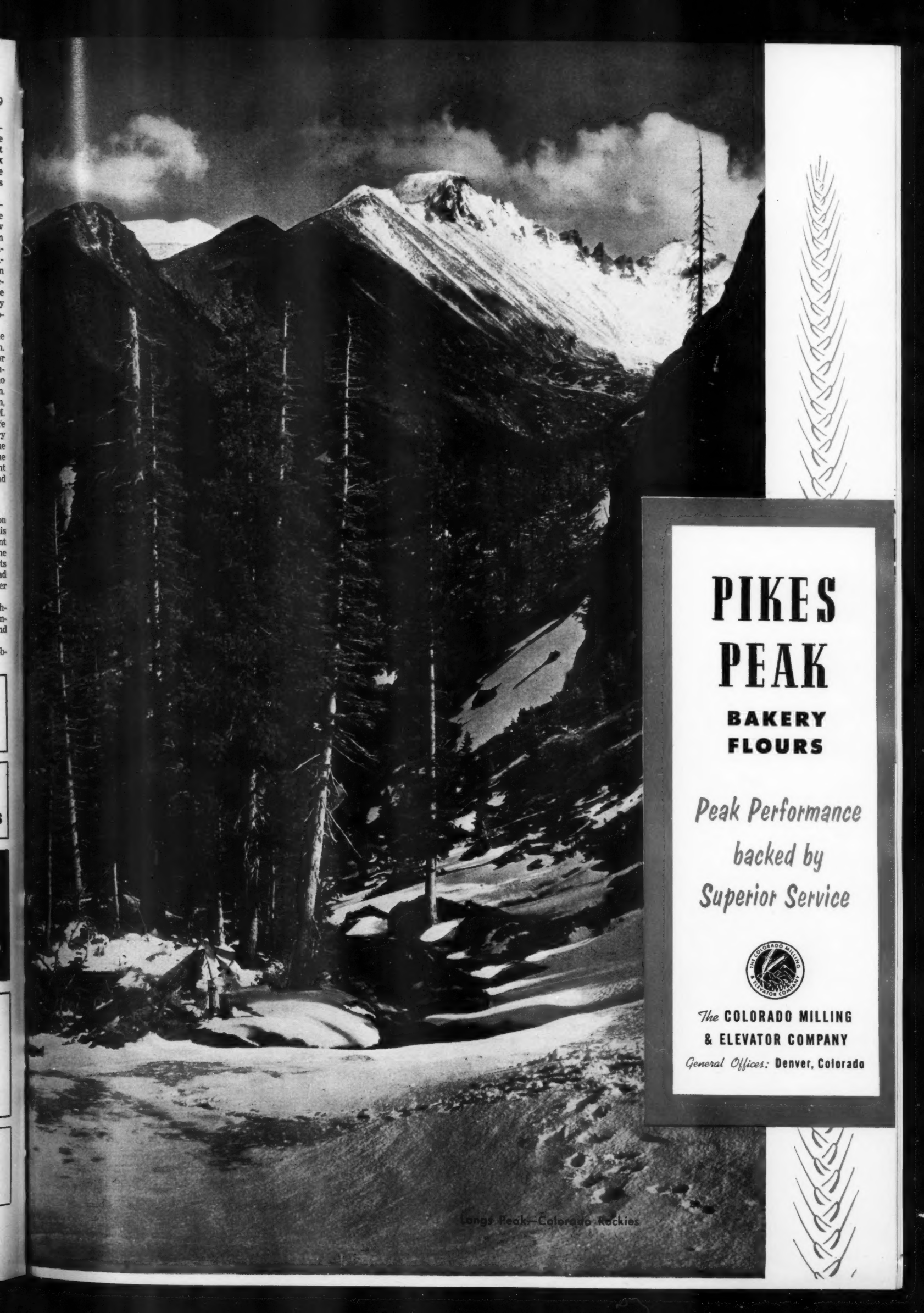
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1000 cwt. Flour—250 cwt. Meal
GLOBE MILLING COMPANY
WATERTOWN, WISCONSIN

**"Best Out West"
"Red Chief"**

**"Diamond D"
"Wheats Best"**

Four Top Notch Spring Wheat Flours
Sheridan Flouring Mills, Inc., Sheridan, Wyo.



PIKES PEAK

**BAKERY
FLOURS**

*Peak Performance
backed by
Superior Service*

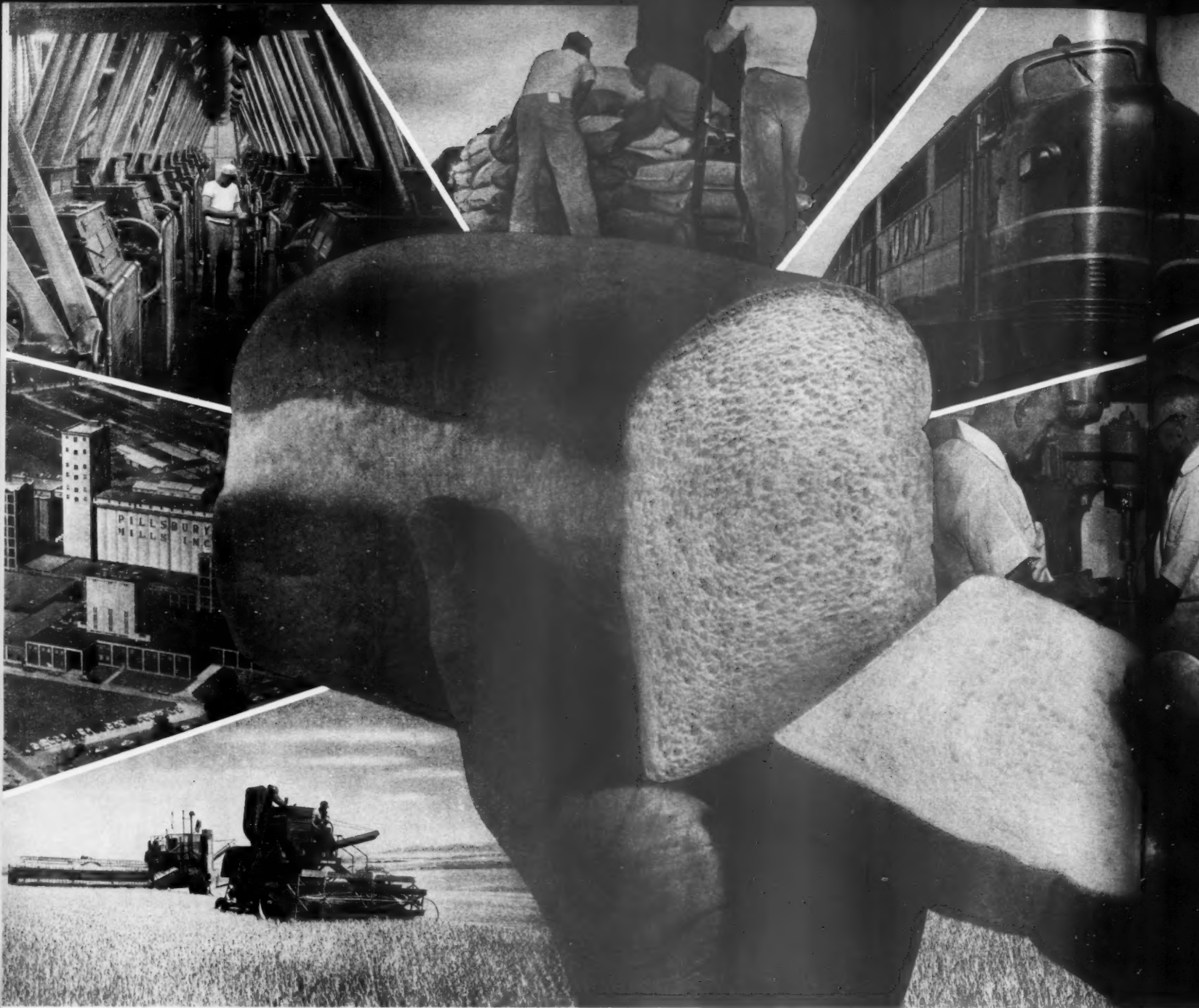


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General Offices: Denver, Colorado

Longs Peak—Colorado Rockies





The baker's order moves fast—usually by phone—to the nearest Pillsbury District Office. Here the order is analyzed according to the baker's flour specifications. Then the order is forwarded to the *nearest* Pillsbury plant that mills the particular kind of wheat used in that flour. Pillsbury, with coast-to-coast milling facilities, gives the baker exactly the kind of flour he specifies . . . at the greatest savings to him. What's more, Pillsbury Bakery Flours uniformly meet these specifications, *delivery after delivery*—thanks to the exacting tests of the Quality Control Department.



Pillsbury pioneered in leasing airside bulk-handling cars. This is important because it means the special car (loaded with 95,000 lbs. of flour) can be routed via any railroad line, anywhere in the country. This modern service is available on request to any baker who has the necessary flour storage facilities. Other methods of flour handling are continually under study at Pillsbury. And efficiency of distribution is an everyday watchword. No matter where a baker is located, he can get the flour that meets his exact specifications at the lowest possible cost . . . delivered via the route he requests.

From
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What sells baked foods? (NO. 4 IN A SERIES)

IT COSTS ABOUT $\frac{1}{3}$ ¢ A LOAF TO SHIP FLOUR 1000 MILES

**Pillsbury's distribution efficiency helps bakers
provide the nation's Best Buy in Food**

Enriched bakery bread is one of today's greatest food bargains. One reason: Flour, the principal ingredient, is now milled and distributed more efficiently than ever before in history.

Shipping costs, nevertheless, are a major expense item . . . making the story of flour distribution important to every baker who competes for the housewife's dollar.

The story starts . . . as did civilization itself . . . with men working in a field of grain. The wheat moves along to market to the accompaniment of a train whistle cutting the quiet of the Western plain. The tempo quickens in the pounding rhythms of the flour mill . . . and then settles down to the steady clicking of the rails as the finished flour moves through the night to bake shops in every part of the land. *At a cost of only $\frac{1}{3}$ of a cent per one-pound loaf per 1000 miles!*



Strategic location of the 11 Pillsbury Mills provides better flour blends and mixes at lower average cost to bakers in every part of the country. Some of these mills are near good sources of supply for choice hard wheat. Others are in the heart of the soft wheat country. The *best* flour blend for each bakery purpose is produced in the mill where the job can be done most efficiently . . . and the baker can get the variety he needs from one dependable source, produced to exact specifications.

From all parts of the U.S. orders flow smoothly into transportation offices in each Pillsbury Mill. They are processed and passed on to mill supervisors for production and loading. The bakers' wishes are followed as to delivering railroad line and the cars are sent on their way. Pillsbury recognizes the great importance of distribution today. It was the first mill to place a vice president in charge of transportation. This department has a noteworthy record of leadership in developing new ways to ship flour, improving handling methods and working out shipping practices and rates with railroads and the Interstate Commerce Commission.



... your partner in building sales!

The Pillsbury Company, Minneapolis 2, Minnesota

lems the baking industry faces. The supermarket today has on its shelves 3,500 items. Twenty years ago it had only 650 items. Each of these is fighting for part of the consumer's food dollar. To continue to get its share, the baking industry must build into its products better nutrition, better promotion and advertising and better eating quality. The nutrition-consciousness of the American consumer is increasing rapidly. Stand in a supermarket and watch women read the labels. They are interested not only in ingredients but also in the nutrition story.

The science of nutrition is moving

forward very rapidly. The discovery of vitamins and their role in nutrition has been very significant in food sales in the last 20 years.

Today, a new area is growing—proteins. Many discoveries have been made and more are being made. The baking industry must be alert to make certain that protein nutrition knowledge does not hurt it. I am confident that it can help, because a complete protein balance can be achieved in many baked products.

Good nutrition will not sell any food continuously. It is eating quality that keeps the consumer coming back for more. It seems to me that

other parts of the food industry are more aware of this than the baking industry. Good taste and good flavor are the subject of hundreds of thousands of dollars of research in citrus, dairy and meat products. These are competing with us for the consumer dollar.

Take a score of 100 as an absolute. If a competitive food scores 93 and one of our baked foods only 72, our sales suffer. Relative to other, similar baked products, it may be the best, but it must compete with the other foods, too.

One of the great secret weapons for the future of the baking industry

is development of the habit of tasting and comparing the eating quality of our product. I am constantly surprised at how little of this is done. It may have something to do with the high nutritive value of our products. Many bakers do not want to add to their physical girth by eating these products constantly; but in taste and testing it is not necessary to eat them.

I travel about 60,000 miles a year around the U.S. and to Europe calling on the baking industry. I try to sample the products I am interested in, particularly doughnuts. I can tell when I taste one the condition of the shop it comes from. I compare it with others and I also try to scale it on the absolute score of 100. People ask me how I can do so much tasting and still maintain an even weight. This is my secret. I taste for learning and I learn a great deal. In many food industries tasting is considered a great art. Those who are skillful at it are highly paid. It is an art in baking, too. We must get used to the idea of tasting and not swallowing. We must taste, we must compare, we must not wait for the public to compare and stop buying.

Good nutrition and good eating are not enough. Television, magazines—all advertising media—are filled with millions of dollars of the creative genius of Madison Avenue. Market research, motivation research, packaging research, point-of-sale merchandising—all are being used to move the consumer to other foods. The baking industry must find ways and dollars to sell the good nutrition and good eating of its products.

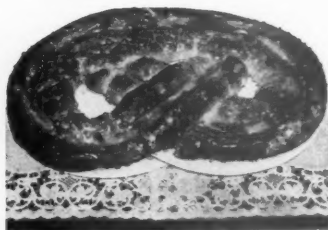
But we are living in a very exciting time in our industry. I call it a "threshold moment." We are crossing over a line into a new era with tremendous opportunities. Flour milling for example, has been the same fundamentally for about 3,000 years. Grain was ground, then flour sifted away from the bran. In the thousands of years all we have done is improve the method of grinding and sifting. Now, for the first time, comes a new method. You have heard of air separation. I am sure. It brings new, revolutionary possibilities in processing flour.

In 1956, our company determined to do work on wheat processing. We felt it critically important in our position serving the baking industry to increase our knowledge of processing wheat more effectively. Our director of research was in England. We had been working on protein separation by wet processes. He learned through the government flour research laboratories there of an air flotation process. He learned, too, that much work had been done in Germany and that a great deal of work was being done in the U.S. Today we are well advanced in production techniques in the use of this air process. Incidentally, as a result of this work, our company is involved in a world-wide engineering service to under-developed countries. We can now fractionate or separate by protein percentage. From the same wheat, it will be possible to make spring wheat flour, cake flour and regular hard flour. Many problems are being met, it is true. But a revolution is happening right this minute.

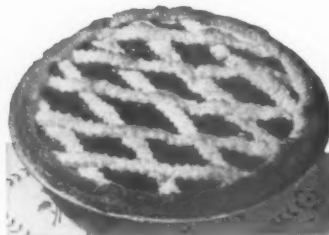
In the years since World War II only three flour mills have been built in the continental U.S. In the past 30 years only 16 mills have been built. I predict that the mills of the U.S. will be rebuilt or replaced completely in the next 10 years. This will make new products, new eating quality possible, in the baking in-



**VITA PLUS
WHITE CULTURE**
Conditions Doughs.
Stabilizes Fermentation.
Extends Dough
Tolerance.



FLUFOLITE
Egg Stabilizer for use
in Cakes, Cookies,
Sweet Yeast Doughs
and Rolls.



**PIE DOUGH
CULTURE**

Produces a rich flaky
crust with improved
color—less tendency to
soakage; drier doughs
for easier handling.



**WHITE FUDGE
AND COCOA
FUDGE BASES**

Easy Handling for Hi-
Gloss, Flat Type and
Butter Cream Icings of
fine flavor. Economical.



RYE SOURS

For outstanding rye
bread flavor, improved
volume and texture—
simplified production.



BROLITE

For better flavor in
Cakes, Cookies, Sweet
Yeast Doughs, Icings.



O.B. STABILIZER

For Boiled Meringues,
Toppings, Icings,
Glazes, Butter Creams,
Regular Meringues and
Whipped Cream.



BROSOFT A tenderizing
agent with high powers of
emulsification and dispersion.
Contains Mono- and Di-Gly-
cerides, Lecithin and Assoc-
iated Phosphatides (Vegeta-
ble Emulsifier).



BROLITE
VALUABLE INGREDIENTS
FOR BAKERS SINCE 1928

**THE BROLITE
COMPANY, Inc.**

General Offices:
2542 Elston Ave., Chicago 47, Ill.

225 Fourth Ave.,
New York 3, N. Y.

686 Greenwood Ave., N.E.,
Atlanta 6, Ga.

2921 So. Haskell Ave.,
Dallas 23, Texas

621 Minna St.,
San Francisco 1, Calif.

518 First Ave. N.,
Seattle 9, Wash.

HIGHLIGHTS OF FLEISCHMANN'S SERVICES TO BAKERS: THEN AND NOW

One of a Series

the Trolley that Sold a Nation

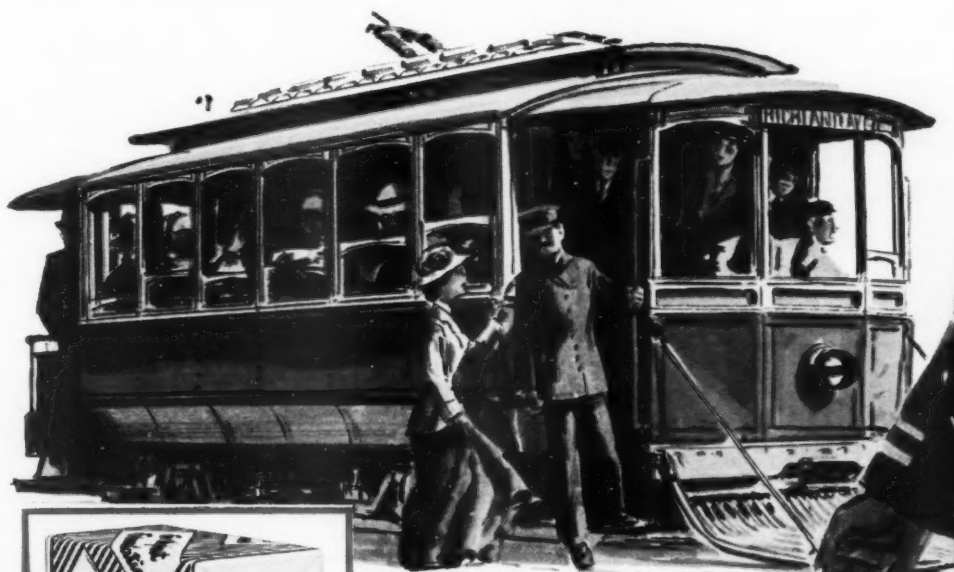
1912 ... millions read the slogan
and acted on it

Trolley car riders read a 1912 car card and acted on it. It was the kick-off of Fleischmann's famous *Eat More Bread* campaign. For the first time, Fleischmann took the bakers' cause right to the consumer. An analysis of bread sales in cities where bakers had tied in with the promotion showed that *Eat More Bread* actually increased overall bread sales.

Bakers showed such enthusiasm for the idea that Fleischmann soon spread it on car cards across the nation. By 1919, millions of Americans had reacted to the Fleischmann slogan!

Today, Fleischmann uses the radio and TV networks to promote such campaigns as *Good Breakfast Months* and *Picnic Months*—reaching many more millions of people than was ever possible with the 1912 car cards. Our Customer Service helps local bakers tie in with this national push, and the result is real impact—in bakery sales.

Other similar sales ideas (we helped make Hot Cross Buns an all-through-Lent sales success!) come in for their share of promotion, as Fleischmann's Customer Service Department continues to live up to its name!



Fleischmann's Yeast

MEASURE YOUR YEAST BY THE SERVICE YOU GET

dustry. Flours of specifications never before available will be made.

Keys to the Future

What do all these new ideas and tools have to do with you? You are the key to making them work in the industry. The character of a business is determined by its management.

For generations the baking industry has been conservative, reluctant to change or adopt new ideas. Now the mood is different. In the 21 years

that I have worked in it, I have seen this change. New ideas, products, machines, methods are being readily adopted. One of the factors in this changed mood is the alumni of the American Institute of Baking. In 40 years it has graduated about 2,856 men. They have infiltrated. They have had open eyes and open minds. You can capitalize on the work they have done. Now, the real explosion of new ideas is coming.

The industry needs men who have had the basic training that you have

had. More and more it is the man who understands the industry in depth who becomes the executive. To lead men you must understand the work they are doing, the product they are making and the problems they are facing. You have been educated for this.

I have talked about many activities which cost a great deal of money. You may have been saying to yourself, "My company, or I, can never do this kind of thing." Not alone—that may be true. A most important concept you should take away from the institute is the meaning of group action. The research of the institute, the sanitation program, the education and promotion program, the consumer service work can be participated in by you. You must continue active in your support of this group and others like it, which do for the industry what the parts of it cannot do alone.

Your training cannot be used if you stop learning at this point. It is so simple to stay ahead of the other fellow in knowledge, but very few do it. One of the most effective tools for this purpose is a pencil. Learn how to use it and to make notes in a notebook, which you carry with you at all times. Make notes on what you learn. Make notes on decisions that have been made in meetings you attend. It is important, too, to continue to read the trade journals and to attend trade association meetings. Many times while sitting in at talks and papers at the trade meetings I have been asked why I do it. I can point to equipment, products, packages and profits that have come to our company from ideas generated in this way. After all, many hours are spent in writing these papers. They represent thousands of dollars of research. We in our company are grateful for the opportunity to benefit from this work and to increase the effectiveness of our service to the industry. The trade journals are a gold mine. The trade meetings, the engineers, ABA and others can help keep you informed on the most advanced thinking.

The world may seem to be moving toward a holocaust of hydrogen destruction, but I do not believe that it is.

We are in a struggle for the survival of our way of life. It will not be won by missiles or military might. It will be won by well-trained, highly skilled, forward thinking men, working in vital industries such as baking. You are needed in this struggle for survival. You can make sure that we win.

safe driving awards. A new employee is given a certificate of safe operation when he has completed six months without a chargeable accident. At the end of one year he receives a pin, and progressively nicer pins at the end of the second and third year. The five-year pin is gold with a small diamond. Ten years of safe driving earn a Hamilton watch engraved with the driver's name. At the end of 15 years, he receives an engraved plaque and a \$100 savings bond. For 20 years the award is a gold ring with a larger diamond, and 25 years are rewarded with a certificate and a savings bond for \$125.

These are presented at annual dinner meetings where the wives receive recognition for their part in winning the awards, too. Every effort is made to give publicity to the winners through newspapers, television, and radio. More than the monetary value of these awards is the pride with which the men display them and the respect they command from fellow employees and company executives.

At the end of the second year of accident-free driving, a salesman is given a plaque to put on the right side of his truck with his name plate and an inter-changeable number in the center indicating the number of years he has driven without accident. A glance down the row of trucks in the garage shows many with 8, 10 or 12 years indicated; and several are in the 20's.

Continental of Spokane has loaned copies of its safety manuals, questionnaires and other materials used in the training program to many firms in the area. Frequently the firm is asked to run the film, "Wanted—Driver Salesman," for employee groups from other businesses. Continental is glad to cooperate with other companies having vehicles on the road because, as Mr. Friede says, "The more 'Safe' drivers on the road, the less chance one of our vehicles will be in an accident."

Lower repair and maintenance costs, higher gas mileage, rebated insurance dividends, lower state industrial insurance rates, smaller legal expenses, and fewer claims for damages are reflected in the net earnings of the company and have proven the program to be more than worth the effort put into it.

**Be Proud of Your Job
as we are of
Ours,
for
BREAD
IS THE
STAFF
OF LIFE**



CONSOLIDATED FLOUR MILLS CO.
KANSAS' LARGEST INDEPENDENT MILLERS
WICHITA 1, KANSAS
IN THE HEART OF KANSAS
GRAIN STORAGE 2,706,500 BU. CAPACITY 8500 CWTs DAILY

QUALITY FROM EVERY ANGLE

PREMIUM
WHEATS

LABORATORY
CONTROLLED

**KANSAS
DIAMOND
BAKERY
FLOUR**

EXPERT
MILLING

BAKING
TESTED

Millers of Fine Bakery Flours

HIGGINSVILLE
FLOUR MILLS
HIGGINSVILLE, MO.

ARKANSAS CITY
FLOUR MILLS
ARKANSAS CITY, KANSAS

DIXIE-PORTLAND
FLOUR MILLS
CHATTANOOGA, TENN.

DIXIE-PORTLAND FLOUR COMPANY
MEMPHIS, TENN. CAPACITY 20,000 CWTs.

SPOKANE BAKERY

(Continued from page 18)

plant inspection and prevention of accidents, as well as exact procedure in the event an accident occurs.

Throughout the plant, every effort is made to keep equipment in safe operating condition; protective devices are used whenever possible. For instance, a special safety lock which holds pallets in position in the trucks must be engaged before it completes the circuit so the ignition can be turned on. Plastic pallets eliminate the danger of cuts and scratches and decrease the weight a salesman must handle daily. Such small details as keeping the step well of the truck painted a bright yellow and having traction treads on it, contribute to the high safety record of this plant.

Incentive Awards

Important, too, in maintaining the record, is the incentive provided by



MENNEL

P.S.* for
Hard Spring and Winter
Wheat, Cake and
Pastry Flours, Cracker
and Cookie Flours.

* Personalized Service

**THE MENNEL
MILLING COMPANY**
TOLEDO, OHIO

Four
 separate milling units
 at the same location

4

... to serve
 bakers with

- 1 SPRING AND HARD
 WINTER WHEAT FLOURS
- 2 SOFT WHEAT FLOUR FOR
 CAKES, COOKIES, CRACKERS
- 3 RYE FLOURS
- 4 WHOLE WHEAT FLOURS



FROM the heart of the major producing areas, wheat flows to CHICAGO, the world's largest terminal market. Situated as we are, we can always choose the finest. Such selection allows us to offer a complete line of flours to suit all bakery needs.

ECKHART MILLING CO.

CHICAGO, ILLINOIS

Sales representatives in: BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, ATLANTA—GA., AUGUSTA, GA., JACKSONVILLE—FLORIDA, PITTSBURGH, PA., DETROIT, CLEVELAND, COLUMBUS, CINCINNATI, MILWAUKEE, CHICAGO, ST. LOUIS—MISSOURI, NASHVILLE, NEW ORLEANS

YEASTOMATIC 50



**"No refrigerator trips, no wrapper problem,
no hand mixing. No wonder the men like it."**

**Here's what happened when Aikman's Sunbeam Bread,
Port Huron, Michigan, converted to RED STAR Dry Yeast
and the YEASTOMATIC 50...**



Earl A. Aikman, President, reports: "Now, it takes a man less than four minutes to get the yeast from scale to mixer. And he doesn't have to bother unpeeling wrappers and doing all that tedious hand mixing. We think Red Star Dry Yeast and the Yeastomatic rehydrating machine are great."



Mr. Aikman and Vernon E. Ostrom, Superintendent of Production, watch the Yeastomatic 50 in action. "My men call this machine—and it's the truth—the dough mixer's friend," says Mr. Ostrom. "In the past I've seen it take a man 15 minutes to get compressed yeast from the refrigerators into the dough mixers. There's none of that time-consuming labor now. What's more, we've reduced mixing time by 25% ... and haven't lost a single dough because of the yeast."



"Not only has cost analysis shown we've greatly improved our position on yeast, but we get a more uniform product," Mr. Aikman says. "Besides uniform emulsion and flavor," adds Mr. Ostrom, "we've gotten an increase in dough size. We went from 500 lbs. of flour every 18 minutes to 625 lbs. every 15 minutes. With the yeast and the machine we do everything faster."

"Yeastomatic" is a registered trademark of Red Star Yeast and Products Company

RED STAR'S new YEASTOMATIC 50 takes guesswork and handwork out of yeast rehydration—a major step toward automation

When Aikman Bread Company, Port Huron, Michigan, converted to Red Star Active Dry Yeast and installed Red Star's new Yeastomatic 50, they expected three advantages. They expected material cost reductions. (This, their cost analysis shows they got.) They expected to reduce dough mixing time by 25%. (This, their time studies show they got.) And they expected improved flavor uniformity. (This, their own taste tells them they got . . . and in all 35 of their breads and other yeast raised products.)

But what they hadn't expected was the tremendous enthusiasm of the men for the yeast and the machine.

Troy Williamson, one of the men, explains it. "First of all, we don't have to go back and forth to a refrigerator for yeast. And we don't have the bother of unpeeling all those wrappings. It cuts out the tedious crumbling and hand mixing and feeding. And, best of all, it only takes about $\frac{1}{3}$ or $\frac{1}{4}$ the time."

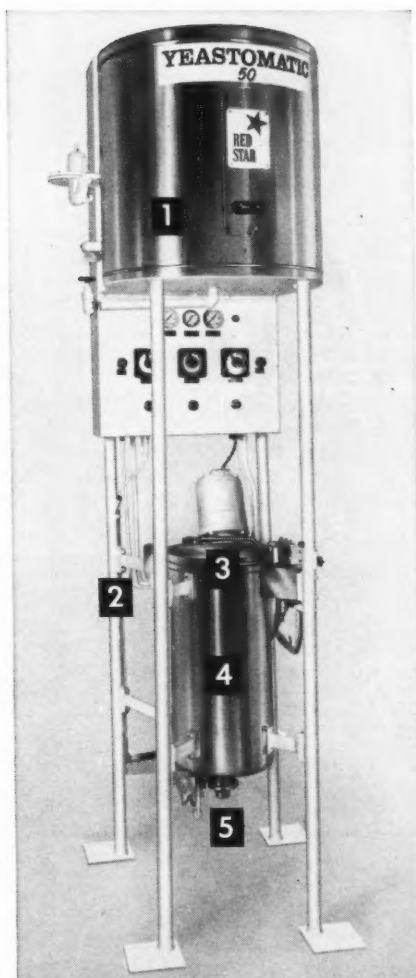
What does this new semi-automatic yeast rehydrator do in combination with Red Star Yeast to make such time and money saving possible? It measures the water, brings it to the proper temperature (105°-115°) automatically . . . and mixes and feeds the slurry to the dough mixers—all automatically.

For the first time automation from yeast rehydration to packaged loaf is possible in most bakeries. Now you can enjoy the handling ease, the cost savings, the more uniform, more appealing baked goods Red Star Active Dry Yeast makes possible—and save time and money on the baking operation.

The Yeastomatic 50 is the most important advance in yeast handling in 14 years—since the introduction of dry yeast itself. Whether you already use active dry yeast, plan to use it soon—or are just plain interested in major advances in baking—the Yeastomatic 50 is something you'll want to know more about. We invite you to write to us for further information. We'll be happy to answer all questions and show you what Red Star's new Yeastomatic 50 can do in your bakery. There's no obligation, of course. Write today to:

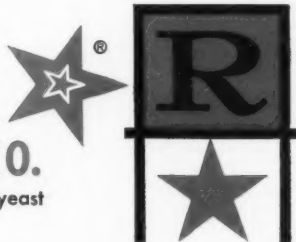
RED STAR YEAST & PRODUCTS CO.

Dept. 300, Milwaukee 1, Wisconsin • World leader in active dry yeast



Here's how the new RED STAR YEASTOMATIC 50 works:

- 1 Water brought to proper temperature here (105°-115°).
- 2 Water automatically fed to mixing chamber.
- 3 Yeast fed in here. (Yeast food, enrichment, fungals also added here.)
- 4 Mixing chamber—yeast automatically rehydrated here.
- 5 Slurry piped to dough mixers from here



FORK LIFT TRUCKS—"KILL OR CURE"

(Continued from page 12)

THE KILL

4. Rubber gaskets and seals, although small, are important to proper truck operation. To hasten the failure of such parts, clean them in cleaning solvents with a mineral base. This will cause the rubber parts to become tacky, soft and swollen and generally unfit for use.
5. If the master cylinder is scored and pitted, brake operation will be faulty. To do a good job of scoring the cylinder, polish it with emery cloth or sandpaper. These will permanently scar the cylinder.
6. A crack in the cylinder block is usually considered major damage. To accomplish this, wait till the engine overheats, then immediately pour cold water into the radiator. If the engine is hot enough and the water is cold enough, the cylinder may crack.
7. Cold weather provides excellent opportunities for damaging fork trucks. For example, if the cooling system becomes frozen solid, start the engine immediately and run it at high speed. This could cause extensive damage to the radiator, cylinder head, block and just about everything else.
8. Another cold weather trick is to add water to the battery when the truck is operating in freezing temperatures. Since the water cannot mix with acid, it will probably freeze, perhaps cracking the battery case.
9. Additional damage to the battery can be done by always filling it full of water rather than just to the water line plainly marked inside each case. With too much water the battery will boil over readily, thus allowing battery acid to corrode metal parts.
10. When adjusting the distributor, do not worry about maintaining proper gap between points. A few tenths of an inch difference will throw the distributor off timing and affect the performance of the whole engine.
11. Since moisture in the ignition coil will make the coil inoperative, always steam the coil, or better yet, dunk it up and down a few times in water. This will cause rust and corrosion and considerably shorten the life of the coil.
12. Upright damage can be accomplished nicely by neglecting to adjust tilt cylinders so that they give an equal degree of forward and backward tilt. If tilt is not equal, one cylinder will reach its travel limit ahead of the other cylinder, causing the upright to bind. Consistent wear of this type will permanently warp the upright.
13. Through the simple expedient of keeping the fan belt too tight, there's a fine possibility of (a) breaking the fan belt, and (b) exerting enough side thrust on the water pump and generator bearings to cause premature wear.

THE CURE

Clean rubber parts in denatured alcohol or some other non-mineral solvent.

Always use crocus cloth to clean cylinders of pressure marks and discolorations.

When the engine overheats, do not add water until the engine has cooled. Then start the engine and add water slowly.

Never start the engine when the cooling system is frozen. Tow the truck to a warm building and let it thaw completely.

Let the truck, or at least the battery, warm up before adding battery water in very cold weather.

Fill the batteries with water only to the level indicated inside the case by the manufacturer.

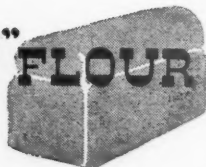
For smooth and reliable performance it is of utmost importance that proper point gap be maintained. (For measurement, a wire feeler gauge is more accurate than a flat gauge.)

Never get an ignition coil wet. Use an air blast to clean out dust.

Periodic inspection will indicate whether tilt cylinders are functioning equally. Deviations should be corrected immediately.

Adjusted correctly, the fan belt should have about one inch of free play.

"Golden Loaf" FLOUR



Milled from choice spring wheat under modern laboratory supervision for particular bakers—aged—aerated—bulk or sack loading.

Quality Flour for 58 Years

TENNANT & HOYT CO.
LAKE CITY, MINNESOTA

White Bread Prices Show Stable Pattern

WASHINGTON — Average retail prices per pound of white bread in representative communities across the U.S. held steady during April, according to the Consumer Price Index prepared by the Bureau of Labor Statistics.

Only one of the cities represented, Washington, showed a price change from March to April, and it was fractional. The price index for Washington moved up from 18.3¢ lb. in March to 18.4¢ lb. in April, but was not sufficient to change the U.S. total, which remained at 19.6¢ lb. for both months.

AVERAGE RETAIL PRICES OF WHITE BREAD PER LB.

	March, 1959	April, 1959
San Francisco	24.7	24.7
Seattle	23.4	23.4
Portland	23.1	23.1
Los Angeles	22.9	22.9
Philadelphia	22.0	22.0
New York	21.5	21.5
Scranton	21.3	21.3
Cleveland	20.0	20.0
Boston	19.3	19.3
Pittsburgh	19.5	19.5
Atlanta	19.3	19.3
Baltimore	18.7	18.7
Chicago	18.7	18.7
Kansas City	18.7	18.7
St. Louis	18.5	18.5
Washington	18.3	18.4
Detroit	18.3	18.3
Minneapolis	18.3	18.3
Cincinnati	18.0	18.0
Houston	16.8	16.8
U. S.	19.6	19.6

—BREAD IS THE STAFF OF LIFE—

CAMPAIGN PLANNED

SAN FRANCISCO — Larraburu Bros. French Bakery of San Francisco has announced plans for an extensive advertising campaign throughout northern California, and has appointed Wenger-Michael, Inc., to plan and direct the campaign effort.

DIXIE LILY

Plain and Self-Rising

A Flour Without Equal Anywhere

BUHLER MILLS, INC.

• Mill & Gen. Offices, Buhler, Kansas

• Southern Regional Office, 3387 Poplar Ave., Memphis 11, Tenn.

Dependable Spring Wheat Flour

CORNER STONE ★ OLD GLORY

CHIEFTAIN ★ GOODHUE

Bulk or Sack Loading

LA GRANGE MILLS

RED WING, MINNESOTA

HIGH GLUTEN FLOURS

For Bakers

The Morrison Milling Co.

Denton, Texas

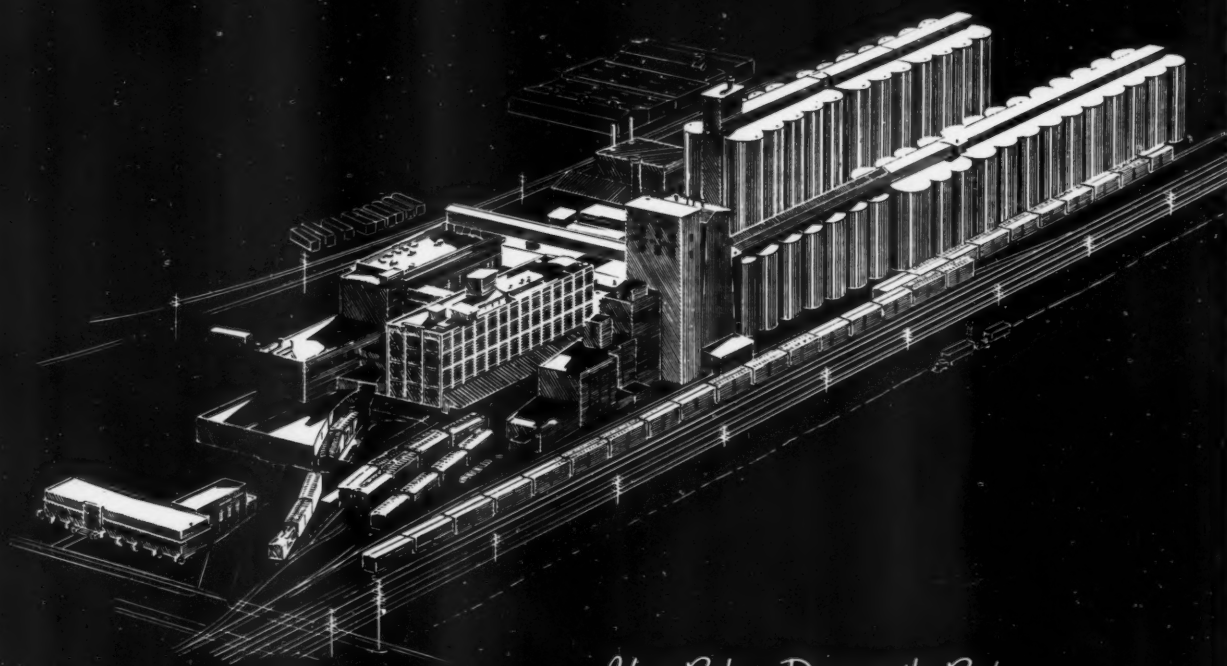
Emphatically Independent

Quality Millers Since 1879

BUFFALO FLOUR

THE WILLIS NORTON COMPANY
WICHITA, KANSAS

Flours that reflect the integrity of a fine milling organization



Your Bakery Deserves the Best

SILK FLOSS
GOLDEN SEAL
SANTA-FE TRAIL

FLOURS OF CHARACTER

The Kansas Milling Company

WICHITA • KANSAS

MILLS AT WICHITA AND MOUNDRIDGE, KANSAS AND MARION, OHIO

COMMERCIAL FINANCE

(Continued from page 15)

on \$1,000 of receivables would, therefore, be \$7.50. Total cost for a given month's receivables (factoring fee plus interest) is \$11.33. For this the client receives financing of receivables, and complete credit service, including elimination of collection expense and bad debt losses.

In accounts receivable financing, on the other hand, the charge is for interest only, since there is no credit and collection work. The charge nor-

mally is about 1% a month for cash advanced. Again for simplicity, let us assume the firm ships all its goods on the first of the month and that its average collection period is 23 days. At 1% per month for \$1,000 for 23 days, the cost is \$7.66.

14. How does this type of financing compare with a bank loan?

If a bank loan were available, the firm has to pay 5% to 6%. The bank also stipulates that a borrower of a commercial loan must leave 20% of the principal amount in a compensating bank balance. In order to have \$1,000 clear, the company must bor-

row \$1,250, leaving 20% (or \$250) as a compensating balance. The six-month interest at (say) 5½% is \$34.37.

In factoring finance, the factor pays the client \$1,000 for \$1,000 of accounts receivable. If the factoring charge is ¼ of 1%, this would come to \$7.50. This plus the \$3.83 interest charge for the 23 days collection period, totals \$11.33 for the month or \$67.98 for six months as the firm continues cashing in its receivables.

In accounts receivable financing, there is only an interest charge, normally about 1%. At 1% a month for the 23-day period on \$1,000, the cost

is \$7.66. Six-month cost is \$45.96.

15. If commercial financing costs more, why use it?

In comparing commercial finance with bank loans, one must remember that banks usually look at net worth, and adjust their loan to conform with the borrower's net worth.

More precisely, if commercial financing will permit a company to expand its sales by (say) 20%—from \$1 million to \$1.2 million—what does this add to a company's profit? If the manufacturing company earns an average of 10% gross profits on net sales (which is average for most manufacturers), this means \$20,000 gross profits on the \$200,000 sales increase. To reach \$200,000 additional annual sales is a matter of about \$16,500 a month in receivables. To cover those receivables through commercial financing would cost about \$1,500 annually in accounts receivable financing—for \$20,000 additional gross profits. And the financing cost is tax deductible.

16. Why is accounts receivable financing called non-notification financing?

Since the client firm maintains its own collection service in accounts receivable financing, the financing company has no reason to deal with the firm's customers.

17. Is it possible to avoid notification in factoring finance?

A few leading commercial finance companies have developed non-notification factoring plans. The result is that factoring is definitely available without notifying the customers of client companies.

18. Can equipment be acquired through commercial financing?

Yes. Commercial finance companies will advance cash to clients to acquire new equipment, usually on a 3-year installation loan basis.

19. What other types of financing can be obtained?

Commercial finance companies advance funds to construct additions to plants; to retire preferred stocks, bonds or long-term loans; to help the client finance the purchase of other companies, and to buy out partners, other stockholders, or estate interests.

—BREAD IS THE STAFF OF LIFE—

North Dakota Baker Ends 38-Year Career

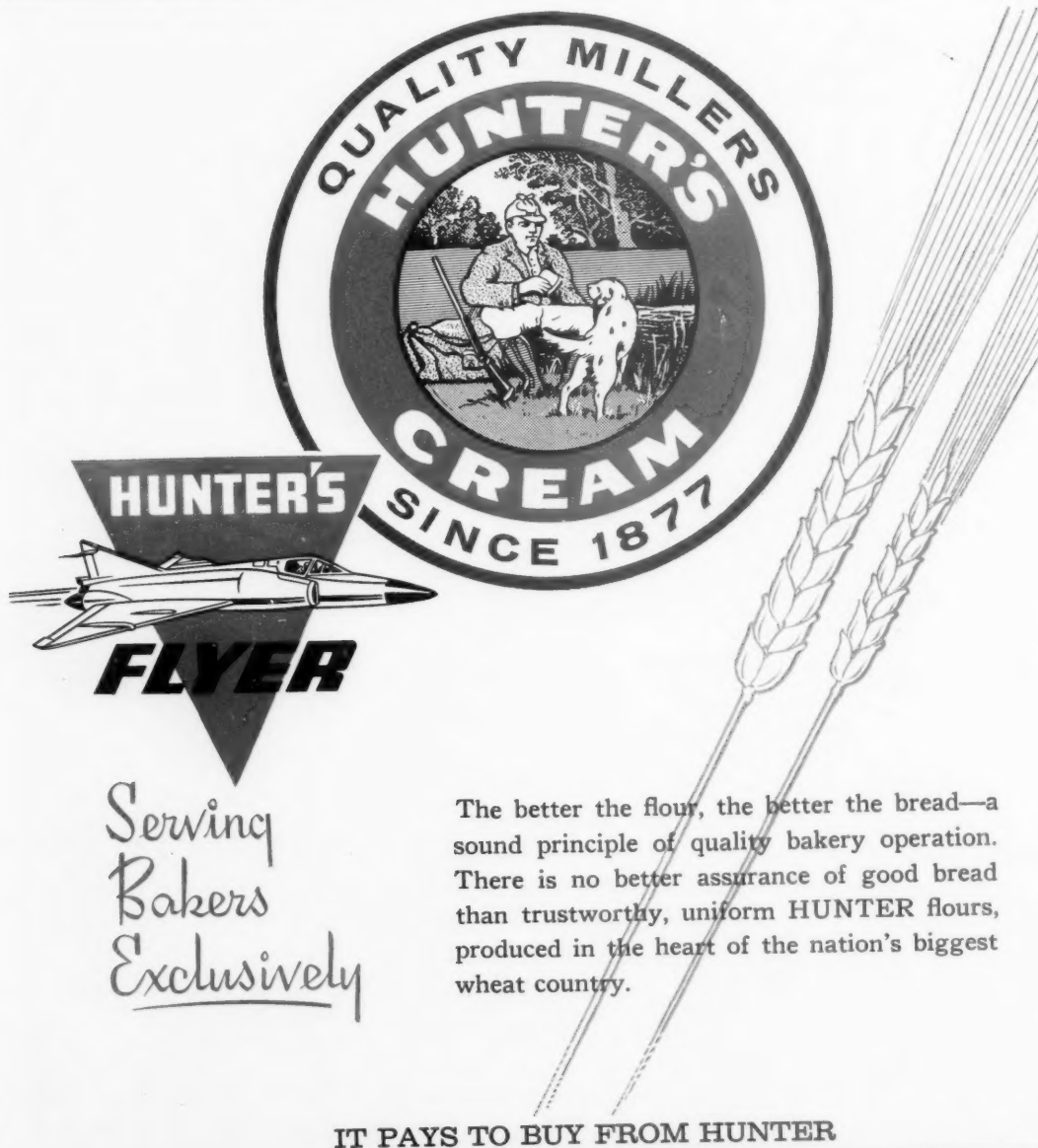
VALLEY CITY, N.D. — Mr. and Mrs. John Blume, owners and operators of Blume's Bakery here for 38 years, recently sold their business to Mr. and Mrs. Warren Hammond of Fargo.

Mr. Blume established the business in Valley City in 1921, after taking a course in baking at Dunwoody Industrial Institute, Minneapolis. Previously, he had served for 10 years as a bookkeeper at Russell-Miller Milling Co.

—BREAD IS THE STAFF OF LIFE—

BROKERS APPOINTED

CHICAGO—The Kitchens of Sara Lee, Inc., has appointed two brokers for the state of Virginia, it was announced by Mandall Kaplan, vice president in charge of sales. Shamrock Brokerage Co., Greensboro, N.C., will serve the Danville, Va., area. Cunningham Brokerage, Richmond, Va., will act as broker for the Roanoke area. The two companies will serve as area representatives in the sales of the six Sara Lee frozen baked products, all butter pecan coffee cake, all butter pound cake, cream cheese cake, chocolate cake, all butter chocolate brownies, and all butter cinnamon nut coffee cake.



The better the flour, the better the bread—a sound principle of quality bakery operation. There is no better assurance of good bread than trustworthy, uniform HUNTER flours, produced in the heart of the nation's biggest wheat country.

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ASBE Report

Production of Sour French Bread

By Emil Selby

I think sour French bread is one of the finest specialty items ever to be marketed. The flavor, taste and eating qualities are so distinctive, so very different from other breads that it has a ready consumer acceptance.

This bread is usually sold, sliced and wrapped in transparent paper. The loaf can be made in a long shape, or it can be made in a round shape. The round type, however, is the more accepted loaf. Possibly this is due to the difference in the eating characteristics.

Sour French is a hearth-baked bread. The crust is a yellowish brown color covered with a lot of little blister dots. These blister dots are characteristic of sour French bread. The more sour the bread is, the more dots are found. The crust is also a little tough and chewy, and has a tendency to be thick.

The flavor and taste are definitely distinctive. The taste is best described as mellow, tangy and sour, making the bread pleasant to eat with a pleasing after taste. The flavor and

EDITOR'S NOTE: Mr. Selby is with Oroweat Baking Co. of Los Angeles. His report was presented before the 35th annual meeting of the American Society of Bakery Engineers held recently in Chicago.

taste are intensified as the bread becomes older.

The slice has large, irregular holes in it, mostly in the center. Around the crust line it becomes tightly textured. The slice should not be smooth, but rather coarse. It should feel firm, but certainly not hard. (Mr. Selby climaxed this portion of his presentation by projecting a slide showing sour French bread.)

The major ingredients in the production of sour French bread are flour, water and salt.

No sugars or any type are used; yeast and shortening can be used as optional ingredients. The sour French dough is leavened from souring organisms developed by fermentation of the sours. This fermentation is accomplished by refreshing the sour with flour and water. These are called "sour builds." When the correct number of builds have been made and the sour reaches maturity, this is then used as a leavener for the dough, and is called "a sour ferment." The sour ferment is the most important part of the production and, therefore, requires very careful handling. Generally, it takes a while to get a sour ferment properly started in a shop. This is due to individual shop conditions. Once the sour ferment is properly started and developed, good sour French bread can be made consistently.

The sour ferment is built progressively upon the "foundation starter," which is a piece of dough held back from the matured sour French doughs. For instance, when a sour French dough goes to the divider, enough dough is held back to become a foundation starter for the next day's sour ferment.

If more than one dough is made, all of the dough needed for the foundation sour is taken from the first dough. It will take approximately 2 lb. 12 oz. of this sour French dough as a foundation starter to make a

sour ferment for a 100-lb. flour dough.

If there is no foundation starter, it can be obtained from another shop that is making sour French. Or an excellent foundation starter can be made by beginning your own.

At this point, Mr. Selby projected

two slides showing, in consecutive steps, the ingredients and preparation of a foundation starter:

STEP NO. 1

1 lb. 3 oz. topping flour (protein 10.8, ash .40)

8 oz. water
3 oz. liquid buttermilk
1 oz. regular compressed yeast

1 lb. 15 oz. total weight
Mix 3 min. on high speed, set at 84°, time 16 hrs.

STEP NO. 2

1 lb. 15 oz. above sour
9 oz. topping flour (protein 10.8, ash .40)
5 oz. water

2 lb. 13 oz. total weight
Mix 3 min. on high speed, set at 80°, time 8 hrs. 1 oz. ferment

Every storage presents a unique

There's a Cyanamid fumigant or protectant for your kind of storage, your kind of operation...and a Cyanamid Technical Representative to help you use it.

Every storage presents a fumigation problem that is at least partly unique. The most effective and economical fumigant and method of application depend on the type of storage, whether it is aerated, whether or not it's tight, the condition of the grain, how long it is to be stored, etc.

That's why so many storage operators have taken advantage of Cyanamid fumigants and Cyanamid's trained and experienced service staff. Many problems which the storage operator faces, have already been met and solved by our staff elsewhere. Simply write, wire or call for this service.

Whatever the particulars of your problem, one of these Cyanamid products will do the best possible and most economical job. In many instances, the combined use of a fumigant and protectant is indicated.

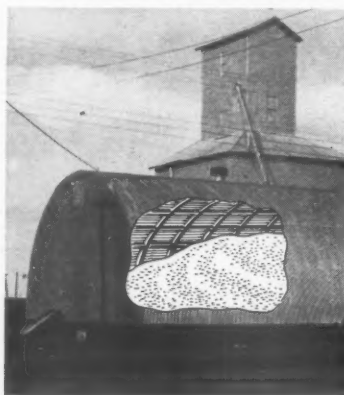
AERO® LIQUID HCN

This highly versatile fumigant is ideal for most kinds of aerated storages. HCN can be used without the additional cost of a "closed system." In most cases, HCN is more efficiently used in a single pass system.

Effectiveness — HCN, properly used at recommended dosages, gives insect kills approaching 100%. HCN has larvacidal and ovicidal effect. It kills eggs laid inside the berries (for example, of rice weevil) as well as adults. This thorough cleanup gives long, post-fumigation protection.

Extra protection for overspace — Because the weight of HCN about equals that of air, it is easily drawn through the grain mass in an efficiently engineered, aerated storage. However, gas remaining in the overspace and in the grain mass tends to stay put during the exposure period. That means maximum insect kill, top to bottom.

No residues: aspirate HCN only when and if convenient — Because, at recommended dosages, HCN does not leave fixed residues and does not



affect germination, grain does not have to be aspirated unless and until convenient. This means, you do not have to aspirate under high atmospheric moisture conditions that produce undesirable moisture levels in the grain.

Minimum sealing of flat storages is required when using HCN. A Quonset-type storage, for example, can be prepared in as little as one to two hours.



Distribution of HCN easily checked — even during fumigation. Equipment required is inexpensive and easy to use. You know on the spot whether the fumigant is evenly distributed.



CYANOGAS® G-FUMIGANT

This is calcium cyanide in granular form that is metered into the grain as it goes into storage...or when it is turned. Cyanogas G-Fumigant releases hydrocyanic acid, the same chemical as Liquid HCN. Cyanogas is ideal for non-aerated elevators and storages. It has these advantages:

Effectiveness — Like Liquid HCN, Cyanogas G-Fumigant gives insect kills approaching 100%. It kills eggs laid in berries as well as all other stages of insect life.

Convenience — Cyanogas comes in a steel drum which is suspended over the grain stream. A simple, automatic gravity feed apparatus does the job. Once adjusted, it requires very little attention or handling.

Even distribution — The Cyanogas is introduced uniformly through the entire grain mass. Gas is evolved slowly, permeating the entire storage.

tation loss leaves 2 lb. 12 oz. available foundation starter.

The type of foundation starter, and the way the sour ferments are built, will give a particularly distinctive flavor and taste to that individual loaf. That is to say, 10 different bakers making sour of different builds, or temperatures, can have 10 individual bread flavors and tastes.

The sour is built three times on a progressive basis upon the foundation starter before making the dough.

Slides were then projected depicting the three steps involved in sour build:

NO. 1 SOUR BUILD

2 lb. 12 oz. foundation starter
(equals 1 lb. 12 oz. flour) (dough held back 6 hrs.)
1 lb. 13 oz. first clear flour
1 lb. water

5 lb. 9 oz. total weight
Mix 2 min. on high speed, set at 78°, time 6 hrs.

NO. 2 SOUR BUILD

5 lb. 9 oz. above sour
5 lb. 7 oz. first clear flour
3 lb. water

14 lb. total weight

Mix 2 min. on high speed, set at 78°, time 6 hrs.

NO. 3 SOUR BUILD

14 lb. above sour
11 lb. first clear flour
6 lb. water

31 lb. total weight
Mix 2 min. on high speed, set at 78°, time 6 hrs.

A fully matured sour ferment requires approximately 18 hrs. from the original No. 1 build to its completed maturity. The time of the builds can be varied. Instead of 3 builds at 6 hrs. each, they can be built on an 8-hr., 6-hr., and 4-hr.

build basis. This, too, will vary the taste of the bread.

The sour ferment should be medium firm when it is mixed, about 55% absorption on the flour used in the build. A wooden trough is the best place for a sour to ferment; however, we are all aware of the sanitation problem, so a regular steel trough is satisfactory. The sour can be fermented in the normal 80° fermentation room. Care must be taken to maintain the correct sour ferment temperatures and sour fermentation times, as they directly affect the sour ferment. Cold temperatures or shortened sour fermentation times will result in an immature sour fermentation. Conversely, warm temperatures or lengthened sour fermentation times will result in excessive maturity or "overage." Such great variations as these will change the flavor and taste of the product and require several days to bring back the original taste.

Again, let me caution you. Once the schedules and temperatures have been set, they should be strictly followed.

Achieving Taste

Do not try to make the sour ferment too sharp and acidic. This will result in a sharply bitter sour French bread. I find a mellowed sour that is tangy, towards the sweet side, will be a better eating bread, and the consumer will eat 2 or 3 slices of that against one slice of the sharply bitter sour French.

The flour used in the dough stage, as well as in the sour ferment stage, should be a good grade of first clear, about 14% protein, and an ash about .60.

The consistency of sour French at the dough stage should be a little tight; generally about 58% moisture works well. Too soft a dough will proof faster, resulting in a flat loaf with poor volume. Too stiff a dough will take longer to proof, resulting in an irregular loaf that will shrink and lack volume. Either too soft a dough or too stiff a dough will make a poorer tasting loaf.

Salt is usually used at 1 lb. 8 oz. to 1 lb. 12 oz. to 100 lb. flour used. Too much salt retards the dough, inactivates the sour ferment and detracts from the sour taste. Too little salt accelerates the fermentation, over-activates the sour ferment and results in a flat-tasting loaf.

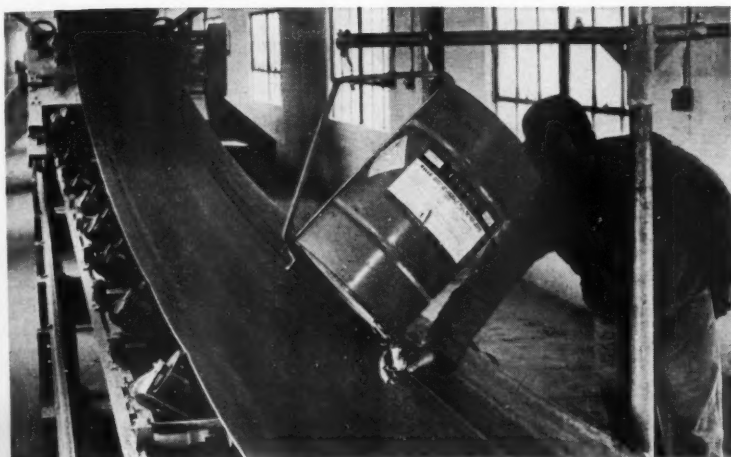
Yeast is an optional ingredient. It has two purposes: (1) To shorten the floor time and the proofing time, and (2) it makes a more tender crust and a lighter textured loaf. The yeast range is from 1 oz. to 1 lb. per 100 lb. flour. Sour French bread can be made without yeast; however, this requires a 3-hr. dough and a 4½ hr. proofing time. When using yeast, a higher amount of sour ferment should be used, since yeast will sweeten the sour ferment.

Sour French is usually made without shortening, but the use of about ½ lb. to 1 lb. to 100 lb. flour will give a little better eating loaf and will be a little easier to slice. Due to the "diet conscious" consumer, it may be just as well to omit shortening. Sweetening ingredients are not used at all; they detract from the sour taste.

At this point a slide was projected to show the dough ingredients:

31 lb. sour ferment (20 lb. flour and 11 lb. water)
80 lb. first clear flour
47 lb. water
1 lb. 10 oz. salt
6 oz. compressed yeast
Mix 8 min. high, 78°
160 lb. total weight

pest control problem



Economy — Fumigation costs with Cyanogas are about ¼¢ per bushel. This is less than any other method giving comparable results.

No residue problem—After turning

the grain, no permanent odor will remain. Neither Cyanogas nor Liquid HCN, properly applied at recommended rates, will affect the germination, baking or milling qualities of grain.



MALATHION GRAIN PROTECTANT

Malathion is an insecticide which is used as (1) a cleanup spray for storages (2) for surface protection of fumigated grain and (3) for introduction into the grain mass itself.

Malathion is a grain protectant. It kills larvae and adult insects but does not kill larvae or eggs laid inside the berries. It is extremely useful for preventing reinfestation of grain that has been fumigated. It should not be used as a substitute for a fumigant such as Liquid HCN or Cyanogas G-Fumigant.

Malathion's insecticidal activity in a tight storage offers unprecedented residual protection. Malathion can be introduced into fumigated grain that is being turned for aeration and conditioning purposes. This clean grain will then be protected up to a year or more and will not require fumigation during this time. Malathion should not be used on grain with over 12.5% moisture content or on grain otherwise not in good storage condition.

As a surface treatment malathion forms a barrier to the entry of insects from the overspace... particularly the Indian Meal Moth.

As a clean-up spray, malathion is ideal for readying storages for grain. It's easy to handle, low in toxicity to personnel, deadly to grain pests.

Malathion is very economical—Because malathion costs less than one-fifth of a cent per bushel when used in the grain mass, it offers an economical way to get long-term protection for fumigated grain. The added cost (that is, malathion added to the fumigant) is a small fraction of the total cost for chemicals.

WITH CYANAMID FUMIGANTS OR PROTECTANTS, YOU GET TECHNICAL ASSISTANCE FROM EXPERTS.

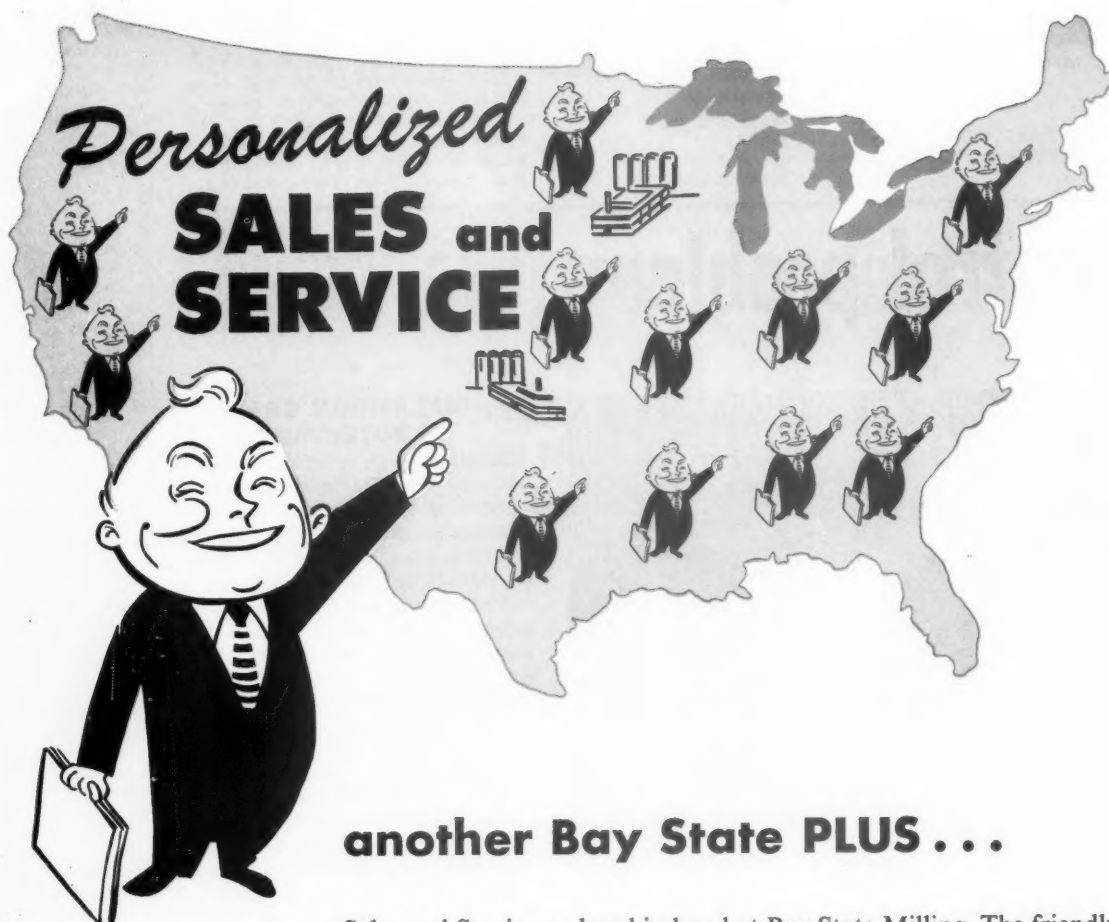
Your distributor or a technical representative from Cyanamid will be glad to help you plan new fumigation programs or improve existing ones. Their experience is yours, free of charge.

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MILLS OF
Quality
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 EXCLUSIVELY FOR BAKERS

3 lb. 3 oz. fermentation and handling loss (2% of the dough weight)

156 lb. 13 oz. net dough weight

Mr. Selby then proposed to show his audience the differences in the loaves using the same formula with different flours, a first clear of 14% protein, .60 ash, a standard patent 12.3% protein, .41 ash, and a short patent, 11.2% protein, .40 ash. A slide was projected showing the three loaves, and Mr. Selby described the results achieved with each flour.

With the first clear flour, the best volume is achieved, with a bold round shape. Blisters appear prominently. The texture is open with large irregular holes. The eating is a little chewy and a little tough, and the loaf is the one generally accepted as the sour French loaf.

The standard patent loaf has a little less volume, with a bold round shape and more prominent blisters. The eating is tender and short and the texture is not quite as coarse, with a regular hole structure.

The short patent loaf has much less volume, with a shrunken irregular shape and many prominent blisters, showing weakness for the amount of sour. The eating is very short and brittle, with a slight tendency to be gummy. The texture is close and smooth, with a very uniform hole structure.

Therefore, the weaker the flour, the less sour that can be used, and the stronger the flour, the more sour to be used. This is desired, as the higher amount of sour adds to the over-all general characteristics of the bread.

Dough Development

A standard type, high speed mixer can be used. The dough should be developed so it has a pliable stretch, but not overmixed, where it is soft and extensible like regular white dough. It does more harm to undermix the dough than to overmix it. If over-developed, the dough can stand longer to recover, which cannot be done to an undermixed dough. The undermixed dough will react like an old dough. Mixing time of 2 min. low and 8 min. high speed is about right with a first grade clear flour. The dough temperature should be 78°.

The floor time will vary from 30 min. to 3 hrs., depending upon the amount of sour and yeast used. The less yeast used, the longer the floor time. One hour floor time is the amount required for the formula listed. The sour French doughs can be divided through a regular dough divider. The dough is scaled 19½ oz. for a 16-oz. baked loaf and 29 oz. for a 24-oz. baked loaf.

The overhead proof time should be about 8 min. Extended overhead time makes the dough too gassy for tight machining.

When the bread is made into a long shape, it is done on a regular molder and molded to about 14 in. in length. For long bread, the straight-away molder makes a tighter loaf. An undermixed or old dough will be very bucky in molding this long loaf, so care should be taken to properly mix the dough.

The generally accepted loaf is round in shape. As the loaf comes down from the overhead proof, it can be rounded on a straightaway table rounder, or into a cone or umbrella rounder. On the cone and umbrella rounder, a little water drip is used at the dough entrance to give a better seal and a tighter loaf. Incidentally, the round loaf has better eating qualities, probably due to the larger slice.

The breads can be proofed on rice dusted boards, and transferred after proofing from the boards to the oven

shelf. Another widely accepted method is to use the perforated screen pans that have indentations to form the shape of the loaf.

The screen pans are a flat sheet type about 17 by 27 in. with about ¾ in. indentation. The screens are coated commercially and very lightly greased about every other bake. The bread is proofed in a manually or automatically controlled proof box. The temperature should be 105° with a humidity reading about 9° less. The bread should proof about 1¼ its size. The proofing time will vary with the amount of sour and yeast used, ranging from 2 hr. upward to 4½ hr.

The formula shown will proof in about 2¼ hr.

At this point, Mr. Selby projected a slide to show some differences in proofing time between the heavy, medium and light sour French, based on 100 lb. flour. With a heavy sour of 10 to 20 lb. and a dough time of 3 hr., proof time was 4 to 5 hr.; with a medium sour of 15 to 35 lb., 2 to 8 oz. yeast and ½ hr. to 1½ hr. dough time, proof time was 2¼ to 3¼ hr.; with a light sour of 20 to 40 lb., 12 oz. to 1 lb. yeast and a dough time of 20 to 30 min., proof time was 1¼ to 2¼ hr.

After the bread comes out of the

steam box, it is allowed to dry for a few minutes so that it can be cut. The long bread is usually given 3 cuts diagonally, and the round bread 4 cuts, forming a square.

The bread is baked directly on the oven shelf of heat refractory material when the rice dusted boards are used. When screen pans are used, they can be baked on the grill travelling hearth.

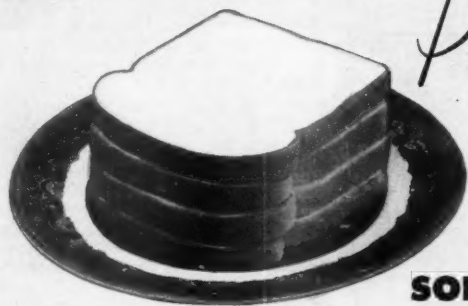
The baking process is another very important step in the production of this bread. A hearth type oven, with a low crown and a generous supply of low pressure steam, should be used. Low pressure steam is used

A PAGE FROM THE HISTORY OF BREAD MAKING



BAKING BREAD
IN SWITZERLAND
(1872)

Baking
has come a long way
to achieve today's



Preferred
WHITE BREAD

made with **Wytase**
REG. U.S. PAT. OFF. DOUGH WHITENER

SOFTER • WHITER • BETTER FLAVOR

J. R. SHORT MILLING COMPANY, 20 North Wacker Drive, Chicago 6, Illinois

about the first 12 min. of the bake. The bread is baked in a cooler oven than normally used for hearth breads. It is baked at 390° true reading, or about 60° less than rye bread. A 1-lb. loaf requires about 40 to 50 min. baking time. A 1½ lb. loaf requires about 50 to 60 min. baking time. This gives good crust caramelization and a good-flavored loaf that is not soggy.

Again, sugar is not used to cut down the baking time. There is no short cut to baking this loaf. It requires time to bake out. It is this long baking that helps develop the flavor.

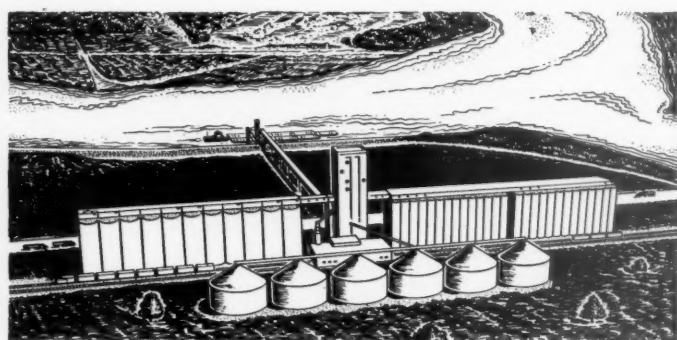
The bread is then cooled normally at room temperature. The bread will cool sufficiently for slicing in about 2½ to 3 hr. at 76°. Cooling the bread too fast or in a heavy draft will cause it to chip and crack.

Sour French can be unsliced and bagged in a wax bag, a clear bag, or a partially clear bag. It is best accepted sliced and wrapped. There is a

round type machine available that slices and wraps the round loaves. One of the regularly accepted wrapping machines will wrap round loaves very well after they have been sliced.

The loaf should be wrapped slightly loose to give it a softer feel, since this bread has a tendency to be firm. The loaf on the store shelf should feel firm, but not hard. The shelf life should be about 3 days, or twice a week pick-up.

To summarize, the production of this loaf takes time. There is no short cut to producing it. Standardization of flour type, temperatures and schedules is a great necessity for quality sour French bread that is consistently uniform, and for keeping the shop schedules accurately. It takes a little more effort, but proper handling of sour French bread can produce a well-accepted variety, and I think it can help to boost sales.



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SPRING WHEAT FLOURS

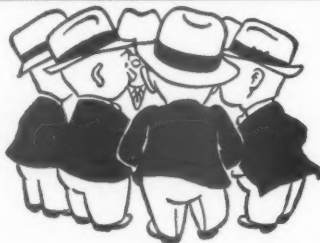
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Wheat Washed with Our Own Artesian Well Water.
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TRADE PULSE

● The appointment of **A. E. Stephens** as district manager for the entire state of Colorado and the southern half of Wyoming was announced by Richardson Scale Co. Mr. Stephens has served Richardson for a number of years in a sales and service capacity at Wichita, and is now covering the new territory formerly handled under an agency arrangement concluded at the end of 1958. Purpose of this new office is to provide direct factory representation for the Richardson line of automatic weighing and proportioning equipment.

● **H. E. Temple**, director of research and development for Baker Perkins' Food Machinery Division, Saginaw Mich., has been appointed director of engineering for the division. **E. A. Turner**, executive vice president, announced. He succeeds **Hans H. Hennecke**, who has assumed full time management of product diversification.

● Appointment of **Burton H. Holmes** as plant manager of Weber Baking Co. in San Diego was announced recently by **John R. Dow**, president of Interstate Bakeries Corp. Mr. Holmes began his career with Interstate as a driver-salesman, earning the National Safety Council Award for accident-free driving for six consecutive years. He was promoted to sales supervisor and served in that capacity until June, 1953, when he was appointed sales manager at the San Diego Weber bakery. He is a native of San Diego. Mr. Dow announced also that **Richard B. Woolfe** has been appointed as sales manager for Weber Baking Co., Santa Ana, Cal. Since joining Interstate in 1942, Mr. Woolfe has served as salesman, supervisor and as special sales representative.

● **Rap-In-Wax Paper Co.**, Minneapolis, has appointed **Donald P. McConnell** as personnel manager, according to **P. M. Grieve**, executive vice president. Mr. McConnell was formerly with International Milling Co.

● Appointment of **Howard R. West** as manager of advertising and sales promotion has been announced by **Jack L. Davies**, director of marketing planning, Fibreboard Paper Products Corp., San Francisco. Mr. West formerly was senior account executive with Campbell-Mithun, Inc., Minneapolis. Fibreboard also has appointed **Everett H. Baker** as manager of its Omaha district, with **Paul K. Walker** as sales representative to the bakery and frozen food trades.

● **Harold D. MacLean** has been named Readco field sales engineer for Eastern Canada, and **Richard E. Cline** to a similar position for the southeastern U.S., it was announced by **Glenn R. Grissinger**, bakery equipment sales manager for the Read

Standard Division of Capitol Products Corp. Mr. MacLean replaces **Thane Stillwaugh**, Readco representative in the area since 1946, who retired recently. Mr. MacLean has been service representative and assistant to Mr. Stillwaugh for the past two years. Prior to that, he had been affiliated with Canadian Baker Perkins. He will make Toronto his headquarters. Mr. Cline, who will make his headquarters in Atlanta, will service the states of Georgia, Alabama, Florida, Tennessee and South Carolina. Mr. Cline is a graduate of Southeastern Technical Institute in Chamblee, Ga.

● **Chester N. McRae** is the newly appointed Midwest manager for Tele-Sonic Packaging Corp., New York City. According to **Jack Frank**, president, Mr. McRae comes to Tele-Sonic with 15 years' experience serving the baking industry in the Midwest. Eleven years were spent with Lever Brothers' vegetable shortenings and oils division. Mr. McRae resides in Evanston, Ill. Midwest offices of Tele-Sonic are in Chicago.

● **George H. Coppers**, president of National Biscuit Co., has been named chairman of the newly created board of lay trustees of Fordham University. The board is the first formally organized lay trustee group in Fordham's 118-year history. Legal ownership of the university and ultimate policy control will continue to reside in the Society of Jesus, in accordance with university statutes.

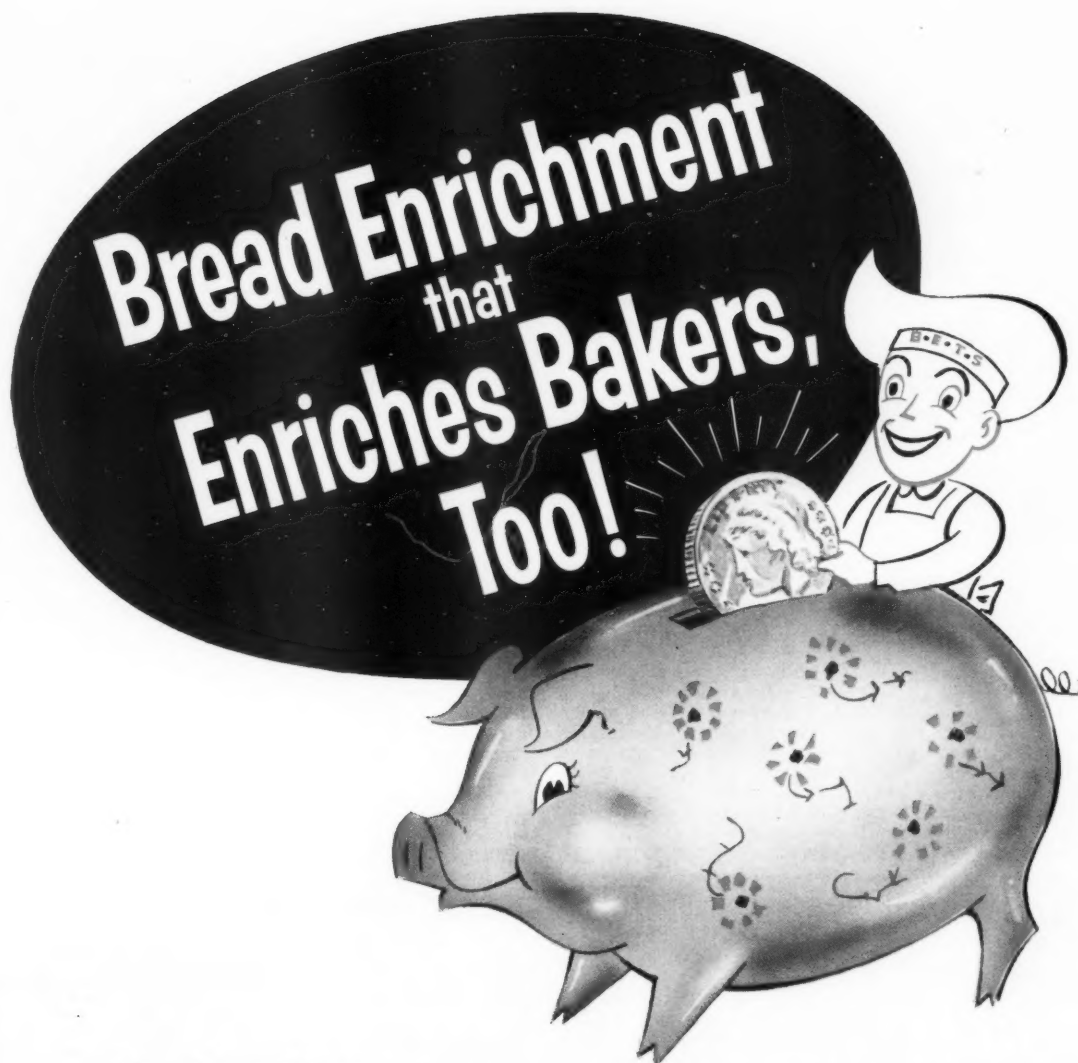
● Continental Baking Co. of Spokane, Wash., has announced the promotion of **James Barrett** to the position of agency sales manager for portions of four states. Mr. Barrett joined Continental in 1951 as a salesman-driver, and was promoted to city sales supervisor in 1956.

Lyon & Greenleaf Co., Inc.
MILLERS OF
High Grade Soft Winter Wheat Flour
Plain and Self-Rising
LIGONIER, IND.

Michigan Soft Wheat Flour
Plain and Self-Rising
King Milling Company
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buy the best!
Quality Bakery Products
NATIONAL YEAST CORPORATION
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Super Chief
High Protein Flour
GREEN'S MILLING CO.
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You Save Money . . . make more profit when you enrich your bread with B-E-T-S® Tablets by Sterwin Chemicals. For "B-E-T-S Bakers" get greater economy, accuracy and flexibility with this *original* bread enrichment tablet.

No matter what the formula . . . or mix . . . or ingredients used . . . no matter what the dough size, there's a B-E-T-S Tablet to meet every enrichment need. For B-E-T-S comes in the widest variety in the field . . . one type just right for you.

No special tablet or measuring needed . . . B-E-T-S "widest variety" choice efficiently en-

riches various size doughs whether in multiples of 25, 50 or 100 lbs. . . . lets you enrich *any* dough . . . without waste of time, labor or money.

And B-E-T-S give you more service-wise, too. For Sterwin Technically Trained Representatives, backed by the longest tablet enrichment experience in the field, are experts at improving existing enrichment routines or setting up new ones.

Don't delay . . . find out **NOW** about the Bread Enrichment That Enriches Bakers, Too . . . B-E-T-S Bread Enrichment. See your Sterwin Man . . . or write direct for dollar and cents data.

Sterwin Chemicals, Inc.

Subsidiary of Sterling Drug Inc.
1450 BROADWAY, NEW YORK 18, N. Y.

Worth Looking Into

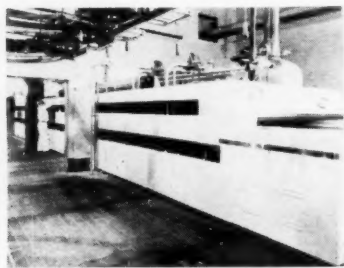


New Products New Services New Literature

This reader service department announces the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Use the accompanying coupon to obtain the desired information.

No. 4325—Oven For Specialty Bakers

A new direct-fired plate oven with burners arranged in banks to provide more precise zone control has been introduced by the Read Standard Division of Capitol Products Corp. Designed to meet the requirements of specialty bakers producing pies, cakes



and other sweet goods, it is an extension of the line of Readco Thermoflow tunnel and tray ovens. Full-length open burner troughs permit varied burner spacing and simplify individual burner control to suit spe-

cific baking requirements, providing ready accessibility of burners for adjustment and maintenance. Other Readco features include narrow, beveled baking plates to make loading easy, a motor-driven wire brush to clean baking plates, a heavy framework and rugged chain construction for long life. Baking speeds vary from 7 to 120 min. cycles. The oven is available in lengths from 60 to 130 ft. and widths of 9 ft. 8 in., 10 ft. 8 in. and 11 ft. 8 in., either with manual or automatic loading and unloading. For more information, check No. 4325 on the coupon, clip and mail to this publication.

No. 4326—Liquid Cleaning Detergent

A non-toxic, non-solvent liquid detergent designed for economical cleaning in food plants has been introduced by Oakite Products, Inc. The new material, Oakite Liqui-Det No. 2, is said to have excellent wetting-out properties. It has stable sudsing action in hard or soft water, yet rinses freely — there is no excessive foam or residue to compli-

cate or prolong the rinsing operation. It may be used in solutions ranging from room temperature up to 150° Fahrenheit and is effectively applied by hand, brush or pressure spray. For details check No. 4326 on the coupon, clip and mail.

No. 4327—Scale Minimizes Handling

Detecto Scales, Inc., is offering its Detecto dough trough elevator scale for rapid, accurate weighing with a minimum amount of materials handling. The scale also eliminates existing sanitation problems resulting from pit installations for heavy duty weighing. One of the features stressed by the manufacturer is the absence of a recessed floor location such as used in conventional platform scales, due to the Detecto unit being elevated. For weighing, the trough is pushed over the scale, the scale lifted, the weight read and recorded with the proper identification on the ticket, the scale lowered and the trough emptied. The trough is brought into weighing position in approximately six seconds, minimizing the materials handling time required. For details check No. 4327 on the coupon, clip and mail to this publication.

No. 4328—Rotating Product Display

Berlin Chapman Co. and Action Displays, Inc., have developed a mobile display for shopping center use, roadside advertising or plant identification. The display reproduces the product being featured in jumbo size, supported by a rotating mechanism. Exact jumbo reproductions of products are offered with the mechanism. The product replica has day or night readership from any direction and can be installed in a limited area by means of a pole mount, in addition to being designed to rotate for maximum attention. For more information check No. 4328 on the coupon, clip and mail to this publication.

No. 4329—Reports On Aluminum Foil

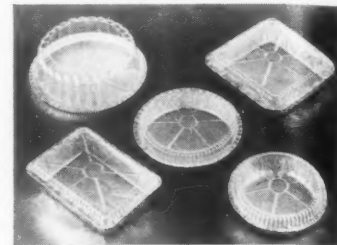
Seven new laboratory reports on properties and uses of aluminum foil packaging have been published by Reynolds Metals Co. The reports summarize research studies of the advantages of aluminum foil for flavor retention, cook-in packages, prevention of frozen food dehydration, overwraps, protective labels, vitamin retention and vacuum packaging. They are part of a continuing series of Reynolds packaging research reports, which now number 21. All reports include explanatory charts and graphs. For copies of these reports check No. 4329 on the coupon, clip and mail to this publication.

No. 4330—Bulletin On Pneumatic Systems

Young Machinery Co. is offering a bulletin describing a new line of pneumatic conveying systems for transferring bulk shipments to storage, for in-plant handling and for bulk loading of railroad cars, trucks or containers. The bulletin describes low pressure, small capacity pneumatic conveying systems, closed circuit systems and high pressure fluidizing-type systems. For this bulletin check No. 4330 on the coupon, clip and mail to this publication.

No. 4331—Automatic Forming Machine

The Auto-Vac Co., a division of National Tool Co., now has on the market its Pressure-Vac Mark II automatic pressure forming machine. In food packaging, the machine is used to transform transparent plastic into snap-on lids and covers for baked foods. The manufacturers



claim, also, that the Mark II is capable of transferring intricate mold details with great fidelity to the formed product. It is also recommended for the high detail work entailed in forming trademarks, decorative panels, displays and embossings. For more information check No. 4331 on the coupon, clip and mail to this publication.

No. 4332—Mashed Banana for Bakers

American Home Foods, Division of American Home Products Corp., is making available to bakers and other food processors its new "Chiquita" brand 100% pure canned mashed bananas. The new product is reportedly produced under strict quality control conditions to assure proper color, consistency and flavor, and is canned by the aseptic process to permit storage at room temperatures. For details check No. 4332 on the coupon, clip and mail to this publication.

No. 4333—Improved Packaging Material

Plax Corp. has introduced a new, non-toxic transparent packaging material which, it claims, is capable of achieving a considerable saving in price, particularly for food packers. The film is known as Polyflex, and is said to be crystal clear, odorless, tasteless and able to resist temperatures from sub-zero to 175 degrees Fahrenheit. A circular about this material, illustrated with typical applications to bakery products, frozen foods and desserts, has been prepared. For copies check No. 4333 on the coupon, clip and mail to this publication.

No. 4336—Detecto Improves Scale

The high speed Detecto-Gram scale has been made semi-automatic with the addition of a magnetic mercury cutoff switch, according to the manufacturers, Detecto Scales, Inc. Detecto-Gram Model 1744 is an over-under, beam-type weighing unit. The new cutoff switch makes it possible to control materials feeders and to fill a container or bag in a single operation. The unit is especially applicable where lower capacities are required. Maximum capacity is 200 lb. The beam is of one ounce graduations. Detecto considers Model 1744 the most economical low capacity, pre-determined and straight weighing unit with a cutoff arrangement. It can be used for mixing, blending,

Send me information on the items marked:

- | | |
|---|---|
| <input type="checkbox"/> No. 4325—Oven | <input type="checkbox"/> No. 4334—Machine |
| <input type="checkbox"/> No. 4326—Detergent | <input type="checkbox"/> No. 4335—Adhesive |
| <input type="checkbox"/> No. 4327—Scale | <input type="checkbox"/> No. 4336—Scale |
| <input type="checkbox"/> No. 4328—Display | <input type="checkbox"/> No. 4337—Wrapper |
| <input type="checkbox"/> No. 4329—Reports | <input type="checkbox"/> No. 4338—Casser |
| <input type="checkbox"/> No. 4330—Bulletin | <input type="checkbox"/> No. 4339—Cellophane |
| <input type="checkbox"/> No. 4331—Forming Machine | <input type="checkbox"/> No. 4340—Display Cases |
| <input type="checkbox"/> No. 4332—Mashed Banana | <input type="checkbox"/> No. 4341—Cabinet |
| <input type="checkbox"/> No. 4333—Packaging | |

Others (list numbers)

NAME

COMPANY

ADDRESS

CLIP OUT—FOLD OVER ON THIS LINE—FASTEN (STAPLE, TAPE, GLUE)—MAIL

FIRST CLASS
PERMIT No. 2
(Sec. 34.9,
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No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY—

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Reader Service Dept.

Minneapolis 40, Minn.

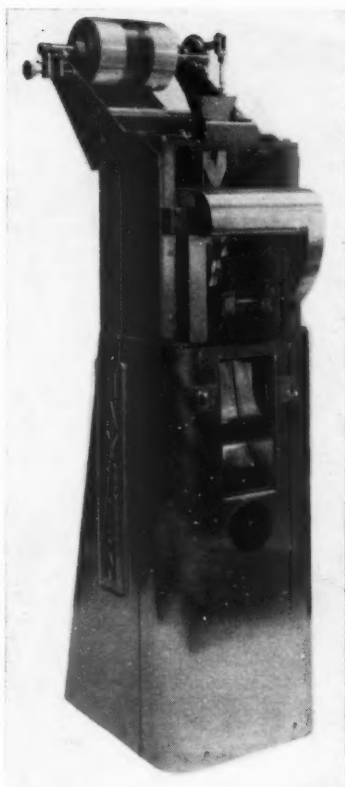
compounding and batching in addition to bagging. It can be installed at an advantageous point in a conveyor system. Materials may be fed into a container or bag on the scale platform. The beam, set at desired weight by a poise, trips the feeder cutoff when pre-determined weight is reached. The unit is of all-metal construction, finished in black morocco, and delivers precision accuracy to the ounce. Its over-all height is 32½ in. and its platform is 10½ in. by 14½ in. For details check No. 4336 on the coupon, clip and mail to this publication.

No. 4335—Adhesive Improves Label Grip

Avery Label Co. has introduced its new "Golden Perma-Grip Labels," backed by an adhesive that is supposed to grip tight enough to afford new applications in the area of pressure sensitive labeling. The adhesive is said to cling tenaciously to a number of assorted surfaces, including those which are curved. It is supposed to provide the pressure sensitive labels with 100% to 300% greater gripping power than previous types. The self-adhesive labels have a specially treated backing paper that permits removal quickly for swift application at temperatures ranging from 70 degrees below zero to 350 degrees above. For details check No. 4335 on the coupon, clip and mail to this publication.

No. 4334—High Speed Packaging Machine

Hayssen Manufacturing Co. has introduced the Series J. addition to its "Compak" automatic packaging machinery line, claimed to be a new concept in design. For compactness and economy, the new machine uses



a rotary motion with dwell time and pressure, instead of the standard reciprocating motion principle of operation. The machine hermetically seals all heat-sealable supported material and will form pouch or pillow packages or seal on all four sides. The machine operates at speeds from 30 to 150 bags a minute. For details check No. 4334 on the coupon, clip and mail to this publication.

No. 4339—Cellophane For Buns, Rolls

E. I. du Pont de Nemours & Co. reports a high degree of success for its K-201, high-yield, polymer-coated cellophane which was introduced a little more than a year ago for wrapping buns and rolls. According to Du Pont, users are reporting better packaging appearance and lower costs due to longer shelf life. The cellophane differs from standard types, it is claimed, because of a polymer coating which replaces the usual nitrocellulose lacquer, upgrading appearance, durability and protection properties. For details about K-201 please check No. 4339 on the coupon, clip and mail to this publication.

No. 4337—Glassine Wrapper for Pies

Jim Nash Associates has designed a glassine wrapper for single-port-



tion pies which is said to have several outstanding features. The wrapper is printed in three colors and so arranged that a section of the transparent glassine is clear for hand stamping of flavors. At the same time, space is allowed for the shopper to see into the package. The pie envelopes are made from rolls of pre-printed glassine, glue sealed and, in actual use by one firm, filled at strategic plant locations throughout the East and Midwest. For the particular job used as an example, glassine was chosen because of its grease resistance and its ability to restrain shortening oils and other ingredi-

Soft Winter Wheat Flours

Family - Commercial
Export

Long Distance Telephone 32
Cable address — "Jasco"

J. Allen Smith & Co., Inc.
KNOXVILLE 6, TENNESSEE

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FLOUR THAT'S CHECKED
AND DOUBLE CHECKED

W. J. JENNISON CO.

Millers of spring wheat flour

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QUAKER BAKERS FLOUR is specially designed for the specific needs of the modern baker. Costing no more than ordinary flours, this highest-quality short-patent flour has the versatility to create superior results in every bakery item you produce.

Call . . . Write . . . or Wire to:

The Quaker Oats Company
Chicago, U.S.A.

Mills at Cedar Rapids, Iowa • St. Joseph, Mo. • Sherman, Texas
and Los Angeles, California

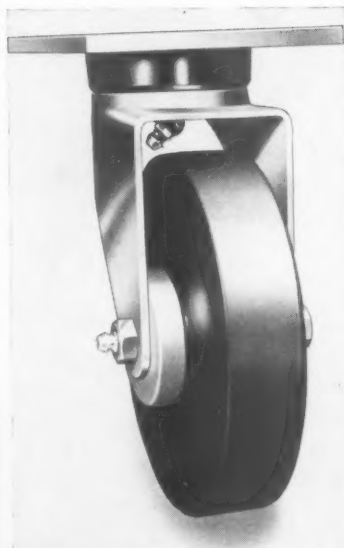


ents from penetrating the package and causing unsightly stains. For more details check No. 4337 on the coupon, clip and mail to this publication.

No. 4338—Caster For Bakery Use

A new grease seal caster, designed specifically for bakery use, has been introduced by Jarvis & Jarvis, Inc. Easy to clean and keep clean, this grease seal caster is supposed to meet exacting specifications of the Baking Industry Sanitation Stand-

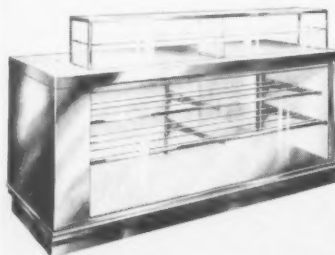
ards Committee. The long-wearing neoprene wheel resists oil, grease, fatty acids, etc., and pressure grease fittings prevent entrance of steam or hot water. The flush top plate is standard 4 in. by 4 in. with 3 in. by 3 in. hole spacing, with the stud recessed to prevent the possibility of accumulation of dirt or other foreign material. The grease seal retains protective grease but permits old grease to be purged to make room for fresh grease. All meeting surfaces are 90° or greater, with ½ in. clearance between the top of fork and wheel tread and also be-



tween the side of fork and side of wheel. For details check No. 4338 on the coupon and mail it to this publication.

No. 4340—Refrigerated Bakery Display Cases

Arnold J. Heinen Co. has introduced a refrigerated display case designed especially for the protection of baked foods requiring low temperature display. The new type of case is built entirely of stainless steel and Thermopane plate glass, with an air-circulating refrigeration unit built into a slim insulated panel on one end. This is said to permit



more usable space inside for product display, while providing a constant 40° temperature. The interior floor, top and sides are of white marlite, highly wear resistant and, reportedly, easy to clean. The new case is the Heinen "Frigid 8" and is available in standard 7 ft. lengths. Further details can be obtained by checking No. 4340 on the coupon, clipping and mailing to this publication.

No. 4341—Cabinet For Bakery Trucks

To fill the need for a relatively small but sturdy transport cabinet for use in small trucks by bakeries, a new cabinet has been developed by Stoddard-Quirk Manufacturing Co. The unit is constructed of hi-



tensile aluminum extrusions and sheet, electrically welded together to form a cabinet light in weight, easy to handle, yet capable of withstanding great abuse. Large, 5 in. neoprene wheels give smooth, easy movement. Unique side panel construction allows bent and warped pans to be used without customary jamming problems. The new storage-transport cabinet can be rolled easily into a small truck. The top and base are designed to serve as bumpers, protecting such parts as locks and hinges and, at the same time, permitting compact loading of several units together. For further information check No. 4341 on the coupon, clip and mail to this publication.

Also Available

No. 4289—Polyethylene Kit, Western Waxide Division, Crown Zellerbach Corp.

No. 4290—Sterilizing Ovens, Despatch Oven Co.

No. 4291—Log Book, Truckers Specialty Printing Co., Inc.

No. 4292—Business Leasing, Foundation for Management Research.

No. 4302—Bakery candles, Coast Novelty Manufacturing Co.

No. 4308—Weight deviation bulletin, Richardson Scale Co.

No. 4310—Bun slicer, Moline, Inc.

No. 4311—Sanitary caster, Bassick Co.

No. 4312—Dough extruder, DCA Food Industries, Inc.

No. 4313—"Brown 'n Serve" wrapper, Lassiter Corp.

No. 4314—Steam jet cleaner, Pantex Manufacturing Corp.

No. 4315—Protective coatings, HERSHEY-Robinson & Co.

No. 4316—Automatic honing, Hansaloy Manufacturing Co.

No. 4317—Steel belt conveyor, Sandvik Steel, Inc.

No. 4318—"Magna-Rails" conveyor, Eriez Manufacturing Co.

No. 4319—Cake ornament, Leon D. Bush Co.

No. 4320—Moulder, twister, panner, Baker Perkins, Inc.

No. 4321—All-purpose containers, Jarvis & Jarvis, Inc.

No. 4322—Cold water icing stabilizer, Nulomoline Division, American Molasses Co.

No. 4323—Polyethylene plan, Nashua Corp.

No. 4324—Food equipment bulletin, Crescent Metal Products, Inc.

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Receivers - Shippers - Exporters
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Established 1927

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You can make better bread with
SUNNY KANSAS Flour
WICHITA
Flour Mills, Inc.
WICHITA, KANSAS

The Williams Bros. Co.
Merchant Millers KENT, OHIO, U.S.A.
Millers of Soft Winter Wheat.
We specialize in laboratory controlled
production of superior Cake, Pastry and
Cracker Flours from carefully selected
wheats.

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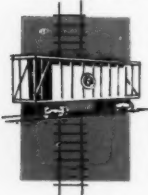


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MILLS CO.



Shipments from the Beardstown Mills to you are faster because they have fewer terminals — fewer congested gateways through which to pass. You benefit in savings of time and money!

LOCATED BEST FOR SPEEDY SHIPMENTS, TOO!



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QUALITY CONTROL IS THE WATCHWORD

... throughout every step of the milling operation!



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BEARDSTOWN, ILLINOIS

Producers of Spring, Hard and Soft Wheat Flours since 1876



**"In the Laboratory
we keep constant watch!"**

Norton Risdal, Director of Products Control, shows samples of the test bake to "Mr. American Farmer" on his tour of the King Midas Offices in Minneapolis.

Here in the Laboratory we keep a constant vigilance to make sure that King Midas quality is maintained. Our Laboratory is more than just an array of the most modern testing equipment. We

check our finished product with the latest scientific equipment and then a top group of executives, with an aggregate of 106 years of King Midas experience, judges the finished bake everyday. They add their years of experience to the ability of modern scientific equipment to insure the uniformity and quality of King Midas Flour.

King Midas FLOUR MILLS
MINNEAPOLIS  MINNESOTA

World symbol
of the fight
against TB



Convention Calendar

July

July 9-12 — Bakery Equipment Manufacturers Assn., annual meet-



The Air-Conditioned Sherman offers this baseball "SPECIAL"... your reserved seat to any Chicago **CUBS** or **WHITE SOX** home game.

Reserve your Major League Baseball ticket to any 1959 Chicago White Sox or Cubs home game. The Air-Conditioned Sherman offers this baseball "special" your reserved seat to any Cub or White Sox home game.

Single room with one ticket, \$10.00
Twin bedroom with two tickets, \$18.00

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ing, the Greenbrier, White Sulphur Springs, W. Va.; sec., Raymond J. Walter, 511 Fifth Ave., New York.

July 26-28—West Virginia Bakers Assn., annual convention, the Greenbrier, White Sulphur Springs, W. Va.; sec., Mrs. Edward R. Johnson, 611 Pennsylvania Ave., Charleston 2, W. Va.

August

Aug. 23-24—Indiana Bakers Assn., annual golf party, South Shore Inn, Lake Wawasee, Syracuse, Ind.; sec., F. A. Doll, 2236 E. Michigan St., Indianapolis, Ind.

September

Sept. 5-7—Southwest Bakers Assn., annual convention, Western Skies Hotel, Albuquerque, N.M.; sec., R. J. L. Kilgore, 319 S. First St., Albuquerque, N.M.

Sept. 13-15—Southern Bakers Assn., annual production conference, Atlanta Biltmore Hotel, Atlanta, Ga.; pres., Benson L. Skelton, SBA, Inc., 703 Henry Grady Bldg., 26 Cain St. NW., Atlanta 3, Ga.

Sept. 18-22—New Jersey Bakers Board of Trade, Inc., retail bakers convention and exhibition, Shelburne

WHITE WHEAT

Low Protein Cake and Cookie Flours

AMENDT MILLING CO.
Monroe, Mich.

Michigan Soft Wheat Millers Since 1858

DOWAGIAC MILLING COMPANY
MANUFACTURERS OF FINEST MICHIGAN SOFT WHEAT PIE AND COOKIE FLOURS
DOWAGIAC, MICHIGAN
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Manufacture Kiln-Dried
DEGERMINATED CORN PRODUCTS
Capacity, 16,000 Bushels

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Producers of
BEST QUALITY MICHIGAN CAKE & BAKERY FLOURS
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FRANK H. BLODGETT, Inc., Janesville, Wisconsin

Exceptional Bakery Flours NO-RISK EX-HI NO-RISK PLA-SAFE

THE ABILENE FLOUR MILLS CO.
ABILENE, KANSAS

Capacity 4,000 Cwts. Daily

Grain Storage 4,700,000 Bus.

CALENDAR FOR 1959-60

JULY							AUGUST							SEPTEMBER							OCTOBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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Hotel, Atlantic City, N.J.; sec., Michael Herzog, Standard Brands, Inc., 48 Clermont Ave., North Brunswick, N.J.

Sept. 20-21—Wisconsin Bakers Assn., Eau Claire Hotel, Eau Claire, Wis.; exec. sec., Fred H. Laufenburg, 6173 Plankinton Bldg., 161 W. Wisconsin Ave., Milwaukee 3, Wis.

Sept. 26-27—Nebraska Bakers Assn., annual meeting, Town House, Omaha, Neb.; sec., Louis F. O'Konski, 1806 Chicago St., Omaha, Neb.

Sept. 28-30—Missouri Bakers Assn., annual fall meeting, Arrowhead Lodge, Lake of the Ozarks, Mo.; sec., George H. Buford, 2214 Central Ave., Kansas City, Kansas.

October

Oct. 2-4—Virginia Bakers Council, Inc., fall meeting, Natural Bridge Hotel, Natural Bridge, Va.; sec., Harold K. Wilder, 5 S. 12th St., Richmond 19, Va.

Oct. 11-13—Kentucky Master Bakers Assn., annual convention, Sheraton-Seelbach Hotel, Louisville, Ky.; sec., Albert J. Wohlleb, 1814 Greenwood St., Louisville, Ky.

Oct. 16-17—Baking Industry Sanitation Standards Committee, fall meeting, Hotel Sherman, Chicago, Ill.; exec. sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

Oct. 17-21—American Bakers Assn., annual meeting and convention, Hotel Sherman, Chicago, Ill.; sec., Harold Fiedler, 20 N. Wacker Drive, Chicago, Ill.

Oct. 18—Bakery Equipment Manufacturers Assn., fall meeting, Hotel Sherman, Chicago, Ill.; exec. sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

November

Nov. 2—Connecticut Bakers Assn., fall convention, Hartford, Conn.; sec., Charles Barr, 584 Campbell Ave., West Haven 18, Conn.

Nov. 16-17—New England Bakers

Assn., fall convention for members only, Sheraton-Plaza Hotel, Boston, Mass.; sec., Mae G. Greechie, 945 Great Plain Ave., Needham 92, Mass.

1960

January

Jan. 9-12—Ohio Bakers Assn., Commodore Perry Hotel, Toledo, Ohio; sec., Clark L. Coffman, Seneca Hotel, Columbus, Ohio.

Jan. 24-26—Pennsylvania Bakers Assn., golden anniversary convention, Penn-Harris Hotel, Harrisburg, Pa.; sec., Theo Staab, 600 N. Third St., Harrisburg, Pa.

Jan. 31-Feb. 2—Potomac States Bakers Assn., convention, Lord Baltimore Hotel, Baltimore, Md.

February

Feb. 5-7—Bakers Association of the Carolinas, annual stag outing, The Carolina, Pinehurst, N.C.; sec., Mary Stanley, Box 175, Rockingham, N.C.

April

April 24-26—Texas Bakers Assn., Austin Hotel, Austin, Texas; sec., Mrs. Edward Goodman, Texas Bakers Assn., 1134 National Bldg., Dallas 1, Texas.

May

May 9-11—Biscuit & Cracker Manufacturers' Assn. and the Biscuit Bakers Institute, Inc., 1960 joint meeting, The Plaza, New York; sec. B&CMA, Walter Dietz, 20 N. Wacker Drive, Chicago 6, Ill.; sec. BBI, Harry D. Butler, 90 W. Broadway, New York 7, N.Y.

—BREAD IS THE STAFF OF LIFE—

Read Standard Adds Manufacturing Space

YORK, PA.—Read Standard Division of Capitol Products Corp. has leased 25,000 sq. ft. of additional space here, according to A. G. Christensen, Readco general manager. Increased sales, especially acceptance of such new products as bakery equipment utilizing aluminum, are credited with causing the expansion.

Readco will use the additional facilities to manufacture its aluminum patio door, transferring 60 employees to the new location and freeing existing space for a bakery equipment production line.

—BREAD IS THE STAFF OF LIFE—

ANNUAL GOLF PARTY

INDIANAPOLIS — The Indiana Bakers Assn. will hold its annual golf party at the South Shore Inn, Lake Wawasee, Syracuse, Ind., Aug. 23 and 24, according to an announcement by F. A. Doll, secretary-manager.

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of perfect fermentation...
and fermentation starts
in the yeast plant

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Bakery Products Division

Ring the Baker's Doorbell

Emma Whitcomb has reopened the Home Bake and Coffee Shop at **Baudette, Minn.**

The **Albany (Minn.) Home Bakery** has been remodeled, according to the manager, Ralph Braun.

Laurel Biscuit Co., **Dayton, Ohio**, has opened warehouses in **Lima and Columbus, Ohio**. Joseph J. Cardone has been named district manager for Lima and James Martin as sales manager at Columbus. The firm is owned by E. H. Swaim.

Country Style Doughnut Shops has opened an outlet at 2037 University Blvd., **Hyattsville, Md.**, the first of five which the firm plans to open in the Washington area.

Herbert Terhaar, **Owatonna, Minn.**, has been promoted to assistant branch manager of the Owatonna, Austin, Albert Lea, Minn., area of Continental Baking Co.

Myers Bakery, **Arcadia, Wis.**, was recently remodeled. Alterations included the installation of a modern front and removal of interior partitions.

Orville Reed, an employee of Pilz's Bakery, **Wilmette, Ill.**, for nine years, has taken over operation of the shop and will do business under the name of Reed's Bakery.

Paul's Pies, Inc., **Buffalo**, plans to spend approximately \$250,000 for expansion of its baking plant at 1683 Main St. According to Paul Tassiopulos, president, additional property has been acquired at 32-34 Bascom St., adjoining the present plant, for a new brick-masonry building that will provide 10,000 sq. ft. of space. The new building will permit installation of a new pie forming machine and a 60 ft. tunnel oven.

John Hovan has purchased the Sunny Maid Bakery at **Missoula, Mont.** Mr. Hovan was formerly af-

filiated with Eddy's Sunshine Bakeries, Inc., **Butte, Mont.**, for eight years.

Dunkin Donuts, Inc., has opened its first Arizona shop at 1347 E. McDowell, **Phoenix**. Joseph Riche, formerly of Buffalo, is manager. John C. Gilbert, who obtained the Dunkin Donuts franchise for Arizona after coming to the state from New York about a year ago, has stated that two more shops will be opened in **Phoenix** in the near future.

A license has been issued for a business to be operated as Pat & Dick's Bakery, 2700 W. Mulberry, **Fort Collins, Colo.**

Howard R. Wells has been issued a license to do business as Chet's Master Bakers, 2623 Elizabeth, **Pueblo, Colo.**

William Morris has opened Bill's Sweet Shop in the King Shopping Center, **Pueblo, Colo.**, as an outlet from his main bakery at 815 W. Northern. The firm is beginning operations with eight employees.

Richard C. Tauche has been issued a license to operate Tauche's Bakery at 6326 Ivey St., **Denver**.

Plans are being made to move the rolls production facilities of Waldensian Bakeries to a new and expanded plant at **Valdese, N.C.**, from **Shelby, N.C.** The move is to be made in about a year, according to J. P. Rostan, president. A general sales office will be maintained in **Shelby**.

Small Business Administration loans have been granted to: Bar-

mer Boys' Bakery, **Downey, Cal.**, \$15,000; Primghar (**Iowa**) Bakery, \$6,000; Jimmy's Bakery, **Sanford, Maine**, \$5,000; and the Cake Box Bakery, **Paris, Ky.**, \$6,500.

Frank Fechner has sold his bakery business in **East Orange, N.J.**, to Gunther Hannes and Klaus Harms of New York City. Mr. Fechner has operated a retail bakery in approximately the same location since 1919.

Sam Godon, operator of Sam's High Quality Bakery, **Madison, Wis.**, recently purchased the Monroe Street Pastry Shop in **Madison**. Mrs. Lucille Jacob is the store manager.

The Mountain Lake (**Minn.**) Bakery, operated by Mr. and Mrs. T. J. Singsaas, has been closed and business discontinued.

Weneeda Bakery, **New Ulm, Minn.**, has expanded its facilities to include baked pizza.

Dean Gruys and Les Krosschell have terminated their partnership in the **Edgerton (Minn.) Home Bakery**. The firm is now under the sole management of Mr. Krosschell.

Larsen Baking Co., wholesale and home service firm, **Brooklyn**, recently filed a voluntary bankruptcy petition in U.S. District Court, listing liabilities of \$260,233 and assets of \$113,505.

CODING AND MARKING

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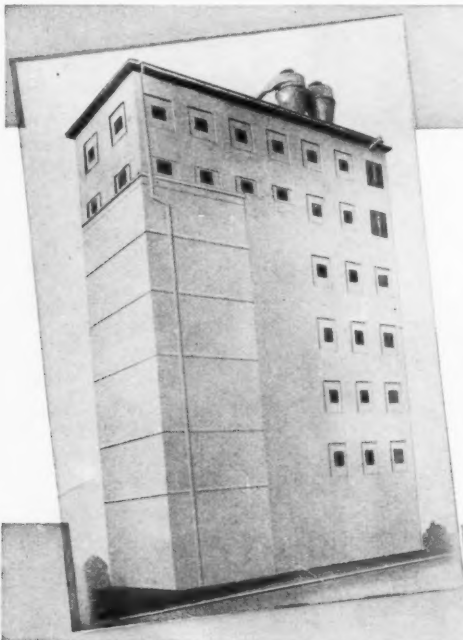
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Try Potato Products for That Extra 'Taste Teaser'

POTATO BREAD (Straight Dough) No. 1

47 lb. flour
3 lb. potato flour
2 lb. milk solids (non-fat)
1 lb. 2 oz. salt
2 lb. sugar (sucrose or dextrose)
1 lb. 8 oz. shortening
2 oz. yeast food
33 lb. water (variable)
1 lb. 2 oz. yeast

Dough temperature 79° F.
First punch, approximately 2 hrs.
To the bench 15 min. later.
Scale and round up. Allow to rest for about 15 min. and make up. Proof and then bake at about 440° F.

POTATO BREAD (Straight Dough) No. 2

30 lb. bread flour
20 lb. water (variable)
12 oz. salt
10 oz. sugar
10 oz. shortening
10 oz. yeast
1 oz. yeast food
8 oz. malt
8 oz. milk solids (non-fat)
2 lb. potato flour

Dough temperature 78° F.
First punch approximately 1 hr. 20 min.
Second punch 30 min.
To the bench 15 min.
Scale and round up. Allow about 15 min. intermediate proof. Make up and place in bread pans. Allow to proof and then dust with the following mixture:

Sift together:
2 lb. pastry flour
1 lb. potato flour
6 oz. medium rye flour
2½ oz. salt
Bake at about 425-435° F.

OLD FASHIONED POTATO BREAD (Sponge Method)

Sponge:
65 lb. flour
3 lb. potato flour
42 lb. water
1 lb. 12 oz. yeast
4 oz. yeast food

Temperature 76° F.; fermentation time 4½ hrs.

Dough:
29 lb. flour
2 lb. potato flour
30 lb. water (variable)
2 lb. 4 oz. salt
2 lb. 8 oz. shortening
2 lb. 8 oz. sugar (sucrose or dextrose)
3 lb. milk solids (non-fat)

Dough temperature 79° F.; floor time about 15 min.
This dough should be of a medium consistency
After the bread has been proofed and is ready to go into the oven, dust loaves with the following topping:

Sift together:

4 lb. pastry flour
2 lb. potato flour
1 lb. rye flour
8 oz. salt

Note: Do not use any steam in the oven.

POTATO BREAD (Sponge Method)

Sponge:
70 lb. flour
42 lb. water
8 oz. yeast food
2 lb. yeast
4 oz. salt
1 lb. 8 oz. malt

Sponge temperature 76° F.
Fermentation time, 5 hrs.

Dough:
30 lb. flour
8 lb. potato flour
32 lb. water (variable)
2 lb. 4 oz. salt
5 lb. sugar (sucrose or dextrose)
6 lb. milk solids (non-fat)
3 lb. shortening

Dough temperature 80° F.; floor time about 20 min.

Directions: Break up sponge in the regular manner, adding potato flour on top of the white flour. Add shortening when the dough is about two-thirds mixed.

POTATO RYE BREAD

20 lb. first clear flour
9 lb. dark rye flour
14 oz. potato flour (granulated)
8 oz. salt
8 oz. malt
16 lb. 8 oz. water (variable)
8 oz. yeast
10 oz. shortening

Dough temperature 75-76° F.
First punch approximately 1 hr. 45 min.; second punch 45 min.
To the bench 30 min.
Scale and round up. Allow to rest for 10 min. and make up. Proof and then bake at about 420° F. Use steam in the oven.

WHEATEN POTATO BREAD (Sponge)

Sponge:
14 lb. clear flour
1 lb. 4 oz. potato flour
10 lb. 8 oz. water
8 oz. yeast

Temperature 76° F.; fermentation time 4 hrs.

Dough:
3 lb. 12 oz. bran
3 lb. 12 oz. whole wheat flour
1 lb. 4 oz. clear flour
1 lb. 4 oz. potato flour
8 lb. water (variable)
8 oz. sugar (sucrose or dextrose)
9 oz. salt
8 oz. shortening

Dough temperature 79° F.; floor time about 15 min.

Scale and round up. Allow to rest

for about 10-15 min. and then make up. Proof and then bake at about 420° F.

POTATO BRAN BREAD

14 lb. clear flour
7 lb. 8 oz. whole wheat flour
2 lb. 8 oz. bran
1 lb. potato flour
18 lb. water (variable)
10 oz. salt
10 oz. yeast
5 oz. malt
10 oz. brown sugar
10 oz. shortening

Method: Soak bran in part of the water for about 1 hr. Add other ingredients and mix in regular manner. Dough temperature 78° F.

First punch 2 hrs., second punch 30 min., bench 15 min.

Scaling weight 18½ oz. Wash loaves with water and either roll in bran or sprinkle bran on the washed loaves. Bake at 425° F. After the bran bread has started to color in the oven, use a small amount of steam to remove the usual dead color of this type of bread.

POTATO LAYER CAKES

Cream together for about four min.:

3 lb. brown sugar
3 lb. granulated sugar
2 lb. 8 oz. shortening (emulsifying)
2 oz. salt
2 oz. soda
10 oz. potato flour
Vanilla to suit

Add gradually and mix for about four min.:

2 lb. 8 oz. whole eggs
Sift together:
4 lb. cake flour
1 lb. cocoa

Add this alternately with:
4 lb. buttermilk

Then add and mix until smooth:
1 lb. 8 oz. hot water (about 150° F.)

Total mixing time, 12 min.
Scale into pans of desired size and bake at about 375° F. When baked and cool, ice the cakes with the following icing:

Boiled Icing

Boil to 240° F.:
5 lb. granulated sugar
1 lb. corn syrup
1 lb. water

Beat until stiff:
1 lb. 4 oz. egg whites
¼ oz. salt
¼ oz. cream of tartar

When the syrup has reached the desired temperature, add it gradually to the beaten whites and continue beating until the icing is stiff.

Then mix in:

8 oz. powdered sugar
Vanilla to suit
Ice the cakes immediately.

CRACKED WHEAT POTATO BREAD

Sponge:
7 lb. 8 oz. clear flour
5 lb. 8 oz. cracked wheat
1 lb. potato flour
1 lb. dark rye flour
11 lb. 8 oz. water
8 oz. yeast

Temperature 76° F. Fermentation time, 4 hrs.

Dough:

10 lb. clear flour
6 lb. water (variable)
9 oz. salt
2 lb. honey
12 oz. milk solids (non-fat)
8 oz. shortening

Dough temperature 80° F.; floor time, about 10 min.

POTATO SPICE CAKES

Cream together until light:
4 lb. 8 oz. granulated sugar
2 lb. 4 oz. shortening (emulsifying)
6 oz. potato flour
1½ oz. salt
8 oz. ground raisins
1 oz. cinnamon
¼ oz. ginger

Sift together:
4 lb. 4 oz. cake flour
3 oz. baking powder

Add this alternately with:
4 lb. milk

Then mix in until smooth:
2 lb. whole eggs
Add and mix in:
6 oz. chopped nuts

Deposit into layer cake pans of desired size and bake at about 360° F. When baked and cool, ice the cakes with the following icing and dust a little cinnamon on top immediately.

White Icing

Beat until light:
10 lb. powdered sugar
1 pt. egg whites
1 lb. corn syrup
1 pt. water
½ oz. salt
½ oz. cream of tartar

Then add:
Vanilla to suit

SOFT POTATO ROLLS

20 lb. flour
5 lb. potato flour
16 lb. water (variable)
8 oz. salt
3 lb. sugar (sucrose or dextrose)
2 lb. milk solids (non-fat)
3 lb. shortening
1 lb. yeast

Directions:

Dissolve yeast in part of the water. Cream smooth the salt, sugar and shortening. Add balance of the water, then flour and on top of the flour

Produce Variety with Potato Products

Today more than ever before most bakers are seeking variety baked foods to compete for the housewife's food dollar. The competition is keen and processors of other foods realize the consumer is willing to try products that are different. Thousands of dollars are being spent for advertising and promotion. The baker cannot stand by—to stay in business he, too, must do some promoting, and he is in an ideal position; the baker and his sales force have personal contact with the customers almost every day. These potato products will help.



A. J. Vander Voort

A. J. Vander Voort

... technical editor, author of this monthly formula feature and conductor of The Bakeshop Trouble Shooter (see page 50) and the Do You Know feature (see page 10), is head of the School of Baking, Dunwoody Industrial Institute, Minneapolis.

add the potato flour and milk solids. Add the yeast solution next.

Mix on slow speed until the dough is smooth. Dough temperature 78° F. First punch, about 1 hr., 30 min. To the bench, 15 min. later.

POTATO MUFFINS

Cream together:

- 2 lb. granulated sugar
- 1 lb. shortening
- 1 oz. salt
- ½ oz. soda
- ¼ oz. ammonia

Add:

- 6 oz. whole eggs

Mix together and add:

- 12 oz. whole eggs
- 2 lb. milk

Sift together, add and mix smooth:

- 2 lb. 8 oz. cake flour
- 8 oz. granulated potato flour
- 1 oz. cream of tartar

Deposit into greased cup cake or muffin pans. Bake at about 380° F.

POTATO COFFEE CAKE AND ROLL DOUGH (Sponge)

Sponge:

- 6 lb. bread flour
- 1 lb. 4 oz. potato flour
- 8 lb. 4 oz. water
- 12 oz. yeast

Temperature 86° F.; floor time about 1 hr.

Dough:

- 8 lb. 8 oz. pastry flour
- 4 oz. salt
- 2 lb. 4 oz. sugar (sucrose or dextrose)
- 2 lb. shortening
- 2 lb. 4 oz. whole eggs
- 12 oz. yolks
- 12 oz. milk solids (non-fat)
- ¼ oz. nutmeg

Dough temperature 82° F.; floor time about 10 min.

Procedure: Mix the sponge the same as a batter sponge. The dough is mixed in the regular manner.

YEAST RAISED POTATO DOUGHNUTS

Cream together:

- 1 lb. potato flour
- 1 lb. shortening

Add to the above and rub together until thoroughly incorporated:

- 3 oz. salt
- 1 lb. sugar (sucrose or dextrose)
- 9 oz. milk solids (non-fat)
- ¼ oz. nutmeg
- Vanilla and lemon to suit

Dissolve and add:

- 6 oz. yeast
- 7 lb. water

Sift thoroughly and add:

- 4 lb. bread flour
- 4 lb. pastry flour
- 2 oz. baking powder

Mix to a smooth dough.

Dough temperature 82-84° F.

Let rest for 30 min. and then cut out the doughnuts. Give about one-half proof and fry at 360° F. These doughnuts may be glazed or sugared as desired.

Doughnut Glaze

Bring to a boil:

- 2 lb. 4 oz. water
- 8 oz. honey
- 1 oz. gelatine

Add this to:

- 10 lb. powdered sugar
- 1 oz. salt
- Vanilla to suit

Mix until smooth.

Have glaze warm while dipping doughnuts.

POTATO CHOCOLATE CAKES

Cream together for about 5 min. on low speed:

- 6 lb. brown sugar
- 1 lb. shortening
- 12 oz. butter
- 1½ oz. salt
- 10 oz. potato flour
- 2 oz. soda
- Vanilla to suit

Add gradually and mix for about 3 min.:

- 2 lb. 8 oz. eggs
- Sift together:
- 4 lb. cake flour
- 1 lb. cocoa

Add this alternately with:

- 4 lb. buttermilk

Then add and mix until smooth:

- 1 lb. 8 oz. hot water (150° F.)

Deposit into pans of desired size and bake at about 375° F. When baked and cool, ice cakes with the following icing:

Chocolate Icing

Mix together:

- 10 lb. powdered sugar
- 8 oz. corn syrup
- ¼ oz. salt
- Vanilla to suit

Add:

- 1 qt. lukewarm water

Stir in:

- 1 lb. 8 oz. melted bitter chocolate

Then stir in:

- 8 oz. butter

Note: If the icing is too soft to suit, stir in about 12 oz. shortening, not melted.

WHOLE WHEAT POTATO DOUGHNUTS

Blend together:

- 10 oz. brown sugar
- 2 oz. salt
- 1 lb. shortening (emulsifying type)
- 6 oz. milk solids (non-fat)
- Vanilla
- 1 lb. potato flour

Add and blend:

- 10 oz. whole eggs
- 3 lb. water

Then add:

- 2 lb. whole wheat flour
- 2 lb. bread flour
- 3 lb. pastry flour

Dissolve and add:

- 12 oz. yeast
- 2 lb. water

Mix until the dough is smooth. Dough temperature 78° F. Let raise for about 30-40 min. and then cut

out the doughnuts. Give about one-half proof and fry at 365-370° F. Glaze or sugar as desired.

Doughnut Glaze

Bring to a boil:

- 2 lb. water

Remove from the fire and stir in:

- 10 lb. powdered sugar
- ¼ oz. cream of tartar

Then add carefully:

- 1¼ oz. gelatine dissolved in
- 5 oz. water

Add:

- Vanilla to suit

Note: Dissolve the gelatine about 20 min. before using. Keep glaze warm while using. Do not beat this glaze, as this produces bubbles, detracting from the appearance of the glaze.

DANISH PASTRY (Using Potato Flour)

- 1 lb. 4 oz. brown sugar
- 1 lb. shortening
- 1 oz. salt
- 12 oz. potato flour
- 6 oz. milk solids (non-fat)
- ½ oz. mace
- Lemon flavor to suit

Add:

- 2 lb. whole eggs
- 2 lb. cold water

Then add:

- 7 lb. bread flour

Dissolve and add:

- 2 lb. cold water
- 14 oz. yeast

Mix to a smooth dough; temperature about 60° F. Roll in the following mixture and give the dough three 3-way folds.

Mix together:

- 2 lb. margarine
- 1 lb. butter

Allow to rest between rolling and give it about one hour rest in the refrigerator after the third roll.

Make up into various shapes.

POTATO STOCK YEAST RAISED DOUGHNUTS

Formula for Stock

Cream together:

- 10 lb. shortening
- 8 lb. potato flour

Add:

- 7½ lb. sugar (sucrose or dextrose)

Mix in:

- 2 lb. whole eggs

Then add gradually:

- 6 lb. water

Mix until smooth.

Formula for 2-Qt. Dough

- 2 oz. salt
- 1 oz. milk solids (non-fat)
- ½ oz. mace
- 2 lb. 12 oz. stock
- 5 oz. yeast
- 2 qt. water
- 6 lb. bread flour
- 1 lb. cake flour
- Lemon flavor to suit

Set a soft dough at 84° F. Let rise for one hour, punch and rest for 15 min. Then take to bench. Cut out the doughnuts and proof. Fry at 360-365° F. Then glaze the doughnuts in a thin icing or cover with granulated sugar.

—BREAD IS THE STAFF OF LIFE—

OVEN REPRESENTATIVE

SAGINAW, MICH.—The Food Machinery Division of Baker Perkins, Inc., has appointed a Florida machinery concern as authorized representative to handle sales of baking ovens to retail bakeries in the greater Miami area. The organization is Collins-Bramlett-Rhodes, Inc., 1237 N. Miami Ave., Miami, Fla.



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THE BAKE SHOP

Trouble Shooter

Almond Bars

Do you have a good formula for almond bars?—I. M. Mich.

The following formula for almond bars should fulfill your request. Also, there are two short paste dough formulas which you may wish to try for lining the pans.

VIENNA ALMOND BARS

Heat together to about 180° F.:

- 2 lb. granulated sugar
- 2 lb. sliced almonds
- 12 oz. chopped glacé cherries
- 1 pt. egg whites

Spread out evenly on one short paste dough-lined bun pan.

Bake at about 350° F.

When cool, cut into squares of desired size.

SHORT PASTE DOUGH (No. 1)

Cream together:

- 1 lb. 8 oz. granulated sugar
- 1 lb. butter
- 1 lb. puff paste shortening
- Pinch of ammonia
- Vanilla to suit

Add:

- 8 oz. whole eggs

Mix in:

- 3 lb. flour

SHORT PASTE DOUGH (No. 2)

Cream together:

- 1 lb. powdered sugar
- 1 lb. butter
- 1 lb. shortening
- ½ oz. salt
- Vanilla to suit

Add:

- 8 oz. whole eggs

Mix in:

- 3 lb. pastry flour

Cheese Cake

Do you have a good cream cheese cake formula and a good cheese cake formula using baker's cheese?—W. B., Penn.

About your request for a cream cheese cake formula and also one for a good cheese cake, I am enclosing one cottage cheese cake formula and two for cream cheese cake.

CREAM CHEESE CAKE (No. 1)

Mix together:

- 1 lb. sugar
- 8 oz. bread flour
- 4 lb. cream cheese
- 1 oz. salt
- Vanilla to suit

Add gradually:

- 8 oz. egg yolks

Add and mix in gradually:

- 2 lb. 2 oz. cream (30%)

Then beat stiff and fold in carefully:

- 1 lb. egg whites

Deposit into 9 in. spring cake pans. Bake at about 325° F. for approximately 1 hr. 15 min.

Note: The bottoms of the pans

should be covered with the following mixture and pressed down.

Mix together:

- 1 lb. 8 oz. zwieback crumbs
- 12 oz. butter (melted)
- 12 oz. sugar

CREAM CHEESE CAKE (No. 2)

Mix together until smooth:

- 5 lb. cream cheese
- 1 lb. 8 oz. sugar
- 1 oz. salt

Add and whip together until creamy:

- 12 oz. bread flour
- 8 oz. shortening
- 1 lb. 4 oz. egg yolks
- Vanilla to suit
- Grated rind of 2 lemons
- Grated rind of 2 oranges

Add gradually:

- 1 qt. cream (light)

Then whip together until stiff and fold in carefully:

- 1 lb. 8 oz. sugar
- 2 lb. egg whites

Deposit into layer cake pans which have the bottoms covered either with pie dough or short paste.

Short Paste Dough

Mix together:

- 1 lb. powdered sugar
- 1 lb. butter
- 1 lb. shortening
- ¼ oz. salt
- Vanilla to suit

Add:

- 8 oz. whole eggs

Sift, add and mix in until smooth:

- 3 lb. pastry flour

CHEESE CAKES (Fluffy Type)

Mix together by hand:

- 5 lb. cottage cheese (extra dry)
- 8 oz. cake flour
- 1 oz. salt
- Juice and rind of 1 lemon

Bring to a boil and stir in rapidly:

- 1 qt. milk
- 4 oz. butter

Then add while still warm the following meringue made of 1 pt. water and 3½ lb. sugar boiled to 240° F. and beaten into 1 qt. of egg whites. These ingredients should be mixed together as fast as possible and then poured into a pan 18x25x4½ in. lined with the following mixture.

Rub together:

- 1½ lb. graham crackers
- 1 lb. granulated sugar
- 6 oz. melted butter
- 1 oz. cocoa

As soon as the filling is in the pan, place it in the oven at about 375 to 380° F. Bake for 40 to 50 min.

Note: The correct type of cheese is important. The milk should be added while hot and the meringue also. The cheese mixture should be lukewarm when it goes into the oven. The pan should be lined with wooden liners about ½ in. thick. Do not bake any longer than necessary.

Pullman Bread

Does pullman bread require a higher baking temperature than other bread? We have had trouble with the sides of our product caving in. A good formula for this product would be appreciated.—J. R. D., Neb.

No, pullman bread does not require a higher baking temperature than other bread. However, as the formulas which follow are richer, it may be necessary to bake them at a slightly lower temperature. One formula is for the straight dough method and the other for the sponge dough method. Use the straight dough method with the small amount you indicate—it involves less work. Give the bread about ¾ proof rather than ½ proof.

In regard to the sides caving in, this may be due to under baking. However, we have found that quite often the pans are too close together. They should be spaced at least ¾ in. apart for best results.

PULLMAN BREAD (Straight Dough)

- 25 lb. bread flour
- 17 lb. water (variable)
- 12 oz. yeast
- 9 oz. salt
- 2 lb. sugar
- 1 lb. 8 oz. milk solids (non-fat)
- 1 oz. yeast food
- 2 oz. malt
- 1 lb. shortening

Dough temperature 80° F.

First punch, 1 hr., 45 min.

To the bench 25 min. later.

PULLMAN BREAD (Sponge)

- 15 lb. bread flour
- 9 lb. water
- 8 oz. yeast
- 4 oz. malt
- 1 oz. yeast food

Sponge temperature 75 to 76° F.

Fermentation time 4 hr., 30 min.

Dough:

- 10 lb. bread flour
- 8 lb. water (variable)
- 9 oz. salt
- 2 lb. sugar
- 1 lb. shortening
- 1 lb. 8 oz. milk solids (non-fat)

Dough temperature 80° F.

Floor time depends on flour strength.

Ovens

We recently purchased a 30-pan, indirect-fired oven with solid steel plate shelves. When baking sweet goods, Danish puff pastry, what temperature should we use? Also, what are the advantages to be derived from this oven—we have always used a direct-fired one with baffle plates prior to this time.

You will find that this type of oven usually requires somewhat more

'TROUBLESHOOTER' BOOK AVAILABLE

From his many years of experience as a practicing baker and production expert, A. J. Vander Voort has compiled a book of "trouble spots" which is now valued highly by many bakers. "The Bakeshop Troubleshooter" book, now in its seventh printing, classifies hundreds of everyday problems and their solutions. For \$1.50 the baker can have at his fingertips a quick source of information for discovering his problems and solving them. Copies may be purchased from The American Baker, P.O. Box 67, Minneapolis 40, Minn.

time to heat—than a direct-fired oven.

Danish pastry is generally baked at 370-390° F., depending upon the size of the units. Puff paste is baked at about 380-390° F., also depending upon the size of the units and whether they are made with or without filling.

It has been our experience that, if the oven is going to be loaded with bread, it should be set a somewhat higher temperature than required; when the oven cools it will take longer to come back up to proper baking heat. It might be well for you to check on the oven thermometer; we have found they are not accurate in all instances.

Sticky Icings

We have trouble with icings, particularly on Long Johns, getting sticky in hot weather. Can you advise us how to correct this?—H. M., Wis.

Long John icings that become sticky in hot weather are a problem. Here is a formula you may try to correct the difficulty.

SWEET ROLL ICING

Bring to a boil:

- 2 lb. 8 oz. sugar
- 12 oz. corn syrup
- 1 lb. water

Add and boil for one minute:

- 1/16 oz. cream of tartar (pure)

Place the syrup in a machine bowl and add:

- ¼ oz. gelatine dissolved in 4 oz. water

Mix for about 5 min. on medium speed. Then add and mix until smooth on low speed:

- 5 lb. powdered sugar
- ½ oz. salt

Add and mix for 3 min. on medium speed:

- 3 oz. melted shortening (emulsifying type)
- 4 oz. water
- Vanilla to suit

Note: Use icing while warm. Do not glaze units before icing. Dissolve the gelatine thoroughly.

The Baker Benefits . . .

Radiation Changes in Flour,
Wheat Studied at K-State

MANHATTAN, KANSAS—Milling scientists at Kansas State University are studying the changes produced in wheat by radiations given off by radioactive substances. Max Milner and Karl Finney of the K-State department of flour and feed milling industries are interested in finding out what happens to wheat and flour which have been subjected to doses of radiation sufficient to cause biological sterilization.

Work so far has indicated that certain low levels of radiation will eliminate the insect threat—apparently without hurting the baking qualities or taste of the wheat, Prof. Milner said. But undesirable chemical changes take place at the higher dosage levels necessary to eliminate spoilage organisms.

Immediately following World War II the possibility of using radiation as a food preservative created a flurry of activity. "But there have been a lot of unforeseen problems, and we still have not achieved a practical application of food irradiation," Prof. Milner said.

The major difficulty has been flavor changes, particularly in fresh foods. Irradiated foods have tended to develop odors and tastes similar to the smell of wet feathers, Prof. Milner explains.

Work Continuing

While few practical applications have appeared so far for food preservation by irradiation, intensive research work is continuing. Scientists at Stanford Research Institute in California figure that the entry of irradiated foods into civilian markets may take place late in 1960.

The K-State scientists have not been concerned so much with eliminating the insects and mold from wheat, as they have been interested in how radiation affects the quality of the wheat.

In their research Prof. Milner and Prof. Finney seal wheat samples in No. 2 tin cans and send them to the materials testing reactor at Arco, Idaho, where the wheat is exposed to

various amounts of gamma rays from either cobalt 60 or spent fuel elements from nuclear piles.

"Then when we get the wheat back we mill it, make flour from it, test it chemically, and bake it," said Prof. Milner. He emphasized that the process of exposing the wheat to radioactive substances does not make the wheat radioactive; it merely affects its chemical makeup.

The K-State studies indicate that wheat can be exposed to 30,000 roentgens of radioactivity without any apparent immediate harmful effects (a roentgen is a unit of radiation intensity).

The 30,000 roentgen level is high enough to either kill the insects or render them incapable of reproduction, Prof. Milner said—in effect eliminating them. Of course, the wheat must be kept sealed after it has been irradiated to prevent a new crop of insects from invading the grain. (Prof. Milner observes that while some insects live through 30,000 units of radiation and bacteria can survive 1 million units, that a small dose of only 300 to 500 roentgens is fatal to humans. The normal chest X-ray, for instance, has only a fraction of one roentgen.)

Baking Quality Hurt

If the wheat is exposed to levels beyond the 30,000 units, the K-State scientist continues, it hurts the baking quality. The starch, sugar, vitamins, proteins, and even the color of the flour are altered by high levels of radiation.

At 300,000 units, for instance, the bread baked from the irradiated flour becomes darker and marked changes in taste take place.

The volume of the loaf from wheat exposed to three million roentgens is substantially smaller than that produced from non-irradiated wheat.

While exposure to radiation at the lower intensity has little effect on wheat, Prof. Milner notes that "there is no commercial application yet after all these years."

Several factors have deterred the use of radiation to prevent insect in-

festation. To keep costs low, grain must be handled in bulk. In addition, it is transferred several times from combine to trucks, to elevators, to boxcars. Each handling would require a new irradiation unless the wheat were kept in plastic bags or some container which would prevent new contact with insects after the initial radiation. Ordinary fumigants are still less expensive.

Radiation also requires a large initial investment with heavily shielded facilities. Prof. Milner adds, however, that one large grain company expects to begin pilot level experiments with wheat radiation soon.

Recent European experiments evidently have shown small increases in the volume of bread loaves after irradiating the wheat. This also has been observed in the K-State research. However, such increases in loaf volume aren't likely to have any practical significance under U.S. conditions.

European bakers, Prof. Milner explains, do not add sugar or sugar forming materials to the bread mixture as do their U.S. counterparts. Fermentation by yeast feeding on the sugar determines the volume of the bread. Radiation of the wheat alters some of the starch, forming sugar, which in turn provides more nutrients for the yeast in the European bread, resulting in slightly larger volume. Such a reaction in U.S. made bread would have little effect, since plenty of sugar is added to the mixture, anyway. At the radiation level required to produce this effect the over-all damage to wheat properties far outweighs any improving effects, Prof. Milner said.

Prof. Milner stresses that although research has as yet produced no technical or profitable application of radiation to wheat, it does show promise of explaining a great deal about certain fundamental properties of flour and bread.

The K-State research has attracted wide attention and recently a visiting West German scientist spent five months at the university working with Prof. Milner and Prof. Finney.

—BREAD IS THE STAFF OF LIFE—

New Fleischmann
Assistant Sales
Manager Named

NEW YORK—Harry Green, vice president in charge of the Fleischmann division of Standard Brands, Inc., has announced that Ross C. Stewart, bakery sales manager of the Kansas City district, will succeed H. J. "Sy" Slocum as Fleischmann division assistant sales manager when the latter resigns to accept a position in bakery management.

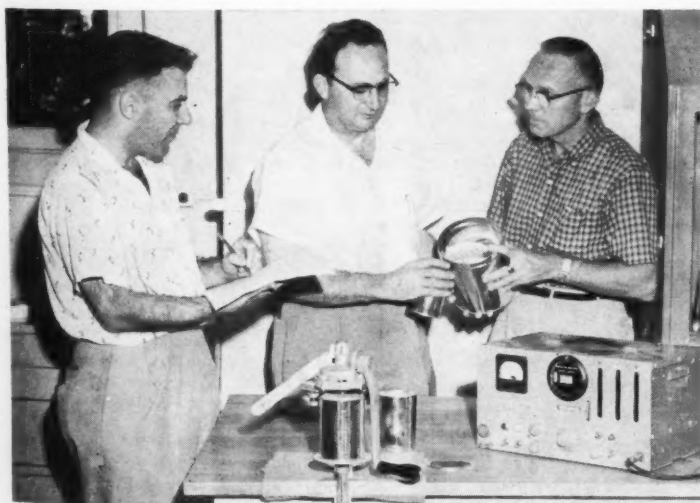
Mr. Slocum spent many years for Fleischmann in the South where he rose to the position of regional sales manager. He is well known to the baking industry because of his travels as assistant sales manager.

Mr. Stewart has been with Fleischmann since 1930, and served in positions in the Midwest before becoming sales manager for the Kansas City district, the position he occupied at the time of his appointment as Fleischmann division assistant sales manager.

—BREAD IS THE STAFF OF LIFE—

DIVIDEND DECLARED

NEW YORK—The board of directors of the American Molasses Co. has declared a quarterly dividend of 17½¢ a share on the common stock of the company. The dividend is payable on July 7 to shareholders of record at the close of business on June 29.



Preparing wheat samples which will be subjected to radiation to eliminate insects are Kansas State University milling scientists, left to right, Gabriel Seidman, Max Milner and Karl Finney. The scientists are studying what effect the radiation has on the quality and baking properties of the wheat after it has been milled into flour.

any way you
look at it...

you bake
a better
loaf with

WHITE SWAN FLOUR

bake after
bake after bake

SPRINGFIELD MILLING CORP.
572 Grain Exchange, Minneapolis 15, Minn.
Mills at Springfield, Minn.

Also millers of: Pride of the Northwest
• White Bear • White Gold • Purina

Bakery Merchandising

Dennis Donut Sales Zoom with Unique 'Apple for Teacher' Radio Promotion

A few months ago Bob Dennis, owner and manager of Dennis Donut Co., Oklahoma City, Okla., awakened to the fact that his advertising program was not producing the results it should. For one thing, he felt, it was too stereotyped, too commonplace. Like the advertising of many small business firms, it consisted of a spot radio announcement daily, weekly newspaper ads, outdoor billboards and an occasional television plug by some allied industry.

These all helped to a certain extent, Mr. Dennis knew, but he wanted to try something different, an appeal to the whole family with such force it would put Dennis doughnuts on every table at every meal.

Mr. Dennis found what he was looking for in a unique advertising scheme. It has aroused the interest of adults and created so much interest among youngsters that demand for Dennis doughnuts has jumped 30% in less than three months, and sales are still skyrocketing.

Mr. Dennis hired a fulltime advertising expert. She is Mrs. Ida Blackburn, school teacher turned ad writer, whose idea on reaching the public through children has resulted in one of the most unusual and profitable advertising campaigns in all the 20 years of Dennis Donut Co. history.

It is called Apple For Teacher.

Mrs. Blackburn, in cooperation with the advertising staff of Oklahoma City radio station KOMA, writes commercials, does her own announcing for Dennis Donuts, extols the flavor and health-giving qualities of her product, and makes 20 50-second spot announcements a day five days each week.

Radio time costs Mr. Dennis nothing.

Dennis Donut pays Mrs. Blackburn's full salary. Part of her 50 second radio time is taken up giving KOMA credit for permitting children to write in nominating their favorite teacher to receive the "Apple For Teacher" daily award.



PROMOTION PLANS — Mrs. Ida Blackburn, known to radio fans as "Miss Ida," discusses a student-written radio commercial with her boss, Bob Dennis, Dennis Donut Co., who looked for a novel, effective sales promotion stunt—and found it. As a result of his success, doughnut sales have jumped over 30% in three months and 40% in less than six months. Essentially, students write letters nominating their favorite teachers. The campaign is given radio publicity and, when a teacher is selected, she is personally given a red apple and the students receive doughnuts.

"Certainly, it's not the material value of the award that makes it popular," Mr. Dennis says, "it's the interest it creates, the sentiment attached, and the privilege of having one's name repeated on radio several times throughout the day."

Teacher's Award

The actual award is a big red apple for the lucky teacher and all the Dennis doughnuts her students can eat. The cost averages around \$2, and Mrs. Blackburn presents the prize in person to the teacher and her room.

The teacher's name, school, and her grade are announced each morning at

7:45 over KOMA. "Miss Ida," as Mrs. Blackburn is known to thousands of school children in the Oklahoma City area, makes the announcement herself. She tells the hour she will visit the chosen school, gives the name of the student whose letter nominated the teacher, and—throughout the day—repeats the announcement.

"By the time Mrs. Blackburn gets to the school," says Bob Dennis, "excitement is running so high the teacher gives up hope of getting any more work out of the kids that day."

"That's why," added "Miss Ida," "I always try to make my visit during the last hour."

Mrs. Blackburn receives 75 to 100 letters daily from school children nominating their favorite teacher for the "Apple For Teacher" award. They come from all over the country wherever KOMA is heard. She has received nominations from Boise, Idaho, Lancaster, Pa., Douglas, Ariz., Corpus Christi, Texas, and hundreds of other distant cities. Only schools in Oklahoma City and nearby towns within the Dennis Donut trade area are eligible for awards, however.

Not long ago, a popular Oklahoma City high school teacher was leaving for another city. One of her students wrote "Miss Ida." The teacher was selected for the "Apple for Teacher" award and a surprise party was given for her by the students. Mr. Dennis furnished plenty of doughnuts; Miss Ida gave a talk, and the teacher went away as proud of the apple as if it were a valuable gift.

Personal Contact

"It's the personal contact," Mrs. Blackburn says, "that impresses the children. The ceremony, the excitement, and of course, the Dennis doughnuts."

To further interest children in Dennis doughnuts, Mrs. Blackburn sometimes has them write commercials for her. This not only keeps them listening to KOMA, it also encourages their parents to tune in.

Girl and Boy Scouts, PTA's, "Jaycee Jaynes," and many similar organizations sell Dennis doughnuts to raise money.

"One group of Girl Scouts," Mrs. Blackburn says, "sold 1,000 doz. doughnuts and raised nearly \$300. We sponsored a school Valentine's Day party that resulted indirectly in the sale of more than 700 doz. And, at a recent school carnival, one teacher manning a booth sold 300 dozen Dennis doughnuts."

Mr. Dennis considers his "Apple For Teacher" advertising program inexpensive compared to other advertising media. It is resulting in a goodwill campaign that cannot be expressed in dollars and cents.

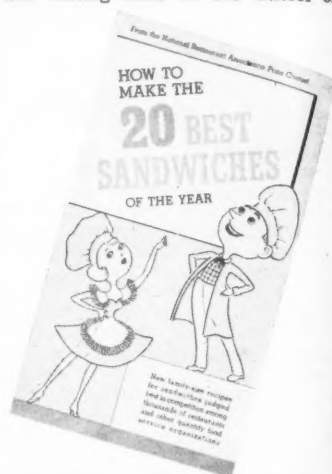
Mr. Dennis already has five retail outlets in the Oklahoma City area and plans to open several more. It will take a long time for "Miss Ida" to visit all of the 450 schools in the Dennis trade territory.

The Dennis output at present is 60,000 to 72,000 doughnuts a day. However, preparations are being made to increase production to meet the growing demand for all the 15 Dennis flavors.

'Best Sandwich' Recipes Compiled In Booklet Form

CHICAGO—The Wheat Flour Institute has prepared a booklet containing the 20 best sandwich recipes of the year, selected from the hundreds submitted in the recent contest sponsored cooperatively by WFI and the National Restaurant Assn.

The 20 recipes included are the top ideas after sifting, sorting, testing and tasting done at the School of



SANDWICHES—This is the cover of the pocket-sized booklet, "How to Make the 20 Best Sandwiches of the Year," published by the Wheat Flour Institute. The booklet is in a handy gatefold style and may be placed on counters or shelves for easy distribution to patrons or within reach for consulting the recipes inside.

Hotel Administration, Cornell University, under the direction of Dean Howard B. Meek and Myrtle H. Ericson, associate professor. Then the 20 recipes underwent further scrutiny by a panel of food editors and writers and representatives of the hotel and restaurant industry.

Among the top 20 sandwiches are creations with such exotic names as "Suzie Wong's Delight," "Columbus Discovery," "Open-Face Crab Supreme" and "Zep on a Bun." The selection represents sandwich makers from New York's leading hotels to the YWCA cafeteria in Tulsa, Okla. Additional information about the sandwich booklet is available from the Wheat Flour Institute, 309 W. Jackson Blvd., Chicago 6, Ill.

—BREAD IS THE STAFF OF LIFE—

Bag Firm Appoints Sales Representative

NEW YORK—West Virginia Pulp & Paper Co., New York, has enlarged its sales staff in the Midwest by the appointment of Warren A. Finberg as sales representative for the multiwall bag division, it was announced by Tom L. Jones, regional sales manager in New York.

Mr. Finberg will work out of the division's Chicago office and cover the greater Chicago area as well as northern Illinois. He will be the third member of the Chicago sales staff headed by John O. Frahm, district sales manager.



APPLE FOR TEACHER—Mrs. Bertha Parson, 6th grade teacher at U.S. Grant Junior-Senior High School, Oklahoma City, Okla., at left, receives her "Apple for Teacher" from Linda McCracken, the pupil whose letter nominated her. At the right, Mrs. Ida Blackburn holds the doughnuts to be distributed to Mrs. Parson's class through the courtesy of Dennis Donut Co.



Curtis J. Patterson, Jr.

James W. Kirkpatrick

John S. Modlin

C. J. Patterson Announces Changes

KANSAS CITY—To implement extensive product development, market expansion and general merchandising efforts, planned by the C. J. Patterson Co. bakeries, Kansas City, three organizational changes have been announced by R. M. Patterson, president.

Curtis J. Patterson, Jr., vice president, who has been head of the Patterson merchandising division, has been named to take charge of the planning and execution of a program which contemplates the development of new products, expanded distribution in the present 14 markets and extension of the company's operations into new markets. A native of Kansas City, he has been an executive of the company ever since it was founded in 1946. Prior to that, he was for 10 years with Campbell-Taggart Associated Bakeries. During World War II he served with the U.S. Army Quartermaster Corps. He will also be chairman of the firm's operating committee.

Succeeding Mr. Patterson as direc-

tor of merchandising is James W. Kirkpatrick, for the past three and a half years industrial and public relations director. In his new post Mr. Kirkpatrick will be in charge of all the company's marketing, sales and advertising activities and fleet operations. He also is a native of Kansas City and came to Patterson from the Jensen-Salsbery laboratories veterinary medicine firm, where he was manager of personnel and sales activities. Mr. Kirkpatrick is a member of the industrial relations committee of the ABA.

John S. Modlin, Mr. Kirkpatrick's successor at Jensen-Salsbery, will again succeed him as industrial and public relations director at Patterson. A graduate of Kansas City University, Mr. Modlin, before joining Jensen-Salsbery, was personnel director at Consumers Cooperative, Kansas City. He is on the advisory board of the Bureau of National Affairs and a member of the Personnel Research Forum and the American Society of Training Directors.

Speaker Advises:

Bakers Should Tackle Problems Of Maintenance

MONTREAL—Now is the time to tackle the maintenance problem in commercial bakeries—tomorrow may be too late, John M. St. John, assistant to the executive vice president at Baker Perkins, Inc., Saginaw, Mich., warned bakery management representatives attending the National Council of the Baking Industry in Canada recently.

Mr. St. John told the audience, meeting in the Queen Elizabeth Hotel at Montreal, that organizing a good mechanical maintenance program in today's modern bakeries requires and is begging for management leadership, a type of leadership that many bakery management people must acquire in order to: 1. Establish and maintain the desired climate within which employees can do their best work; 2. Use this climate as a springboard for achieving real internal teamwork.

"To assume the responsibility of leadership, management must take interest in this phase of the business, and show that interest to their employees," Mr. St. John said.

Maintenance people perform services for all other departments, he pointed out, and under such conditions, cooperation and teamwork are vital. Furthermore, the maintenance problem is growing at even a faster rate than others—due to the use of more mechanization and increased

productive capacity of commercial bakeries.

"Doing something about the maintenance problem now," Mr. St. John said, "is an opportunity—one that may place the wide-awake bakery ahead of its competition. But if bakery management waits too long, this opportunity may turn into a necessity."

Mr. St. John suggested four simple steps to start generating the proper climate in a bakery: 1. Evaluating bakery maintenance personnel; 2. Placing them in the right jobs; 3. Rewarding them according to what they can contribute, without favoritism; 4. Above all, making the pay scale consistent with the results expected.

Avoid situations such as paying your plant engineer a lower wage than a seniority-heavy pan handler, Mr. St. John pointed out. Where maintenance is concerned, management will not get any better performance than bakery owners are prepared to pay for, he concluded.

German Team Visits AIB Facilities

CHICAGO—The American Institute of Baking was one of the places included on the itinerary of a five-man German "wheat team" which recently toured the U.S.

In the interest of acquiring broader knowledge, the team made an extensive tour of the Southwest, including port facilities at Galveston and Houston, Texas, as well as an inspection field trip covering the heavy wheat producing areas in Oklahoma and Kansas.

Illinois Bakers Announce Officers

GALESBURG, ILL.—L. E. Caster, Rockford Colonial Baking Co., was reelected as president of the Illinois Bakers Assn. at the annual meeting held here recently. The two-day affair included the association's annual "Play Day," with more than 80 members and guests in attendance.

Also reelected were Lyle Tilton, Tilton Bakeries, Peoria, retail vice president; Robert D. Bills, Jr., O'Connor-Bills, Mattoon, wholesale vice president, and three directors: R. J. Lewis, Bunny Bread Co., Anna; H. L. Budde, Purity Baking Co., Decatur; and F. L. Stella, Stella Baking Co., Danville.

Donald K. Strand, Strand, Inc., Galesburg, was elected treasurer; new directors are J. C. Amrhein, Amrhein's Inc., Springfield; A. N. Wolford, Interstate Bakeries Corp., Peoria; R. J. Conover, Ideal Baking Co., Jacksonville; D. W. Bueter, Bueter Baking Co., Quincy; E. V. Seibert, Noll's Baking Co., Alton, and Donald Zerbe, Peter Pan Bakery, Davenport, Iowa.

Reelected to the allied advisory committee were: Fred Nicolai, Anheuser-Busch, Inc., co-chairman; Ted Lauder, Ekco Engineering Co., and Willis M. Foster, Bowman Dairy Sales Co., all of Chicago; Carl Barthel, the Brolite Co., co-chairman; Ray Lewis, Joseph T. Shuffitowski Co.; Harry Wilke, the Pillsbury Co.; R. A. Galassi, International Milling Co.; R. E. Wagner, Zimmer Paper Products Co., and E. L. Hunter, Weson Oil & Snowdrift Sales Co., all downstate members.

M. B. McClelland was reappointed as secretary of the association. The

next meeting of the association will be held in September, with the date and place to be announced.

"Play Day" winners were:

Golf—Open trophy (low gross), Ronnie Wenzler, the HumKo Co.; president's trophy (low net), tie between Sherman Dobbins, Dobbins Bakery, Canton, and Donald Zerbe, Peter Pan Bakery, Davenport, Iowa (Mr. Dobbins was the winner on a coin toss). Other winners were Ed Seibert, Noll's Baking Co., Alton; Jack Keith, Banner Baking Co., Normal; Mrs. Vincent Ey, Ey's Bakery, Lincoln; Lloyd Willard, Hunter Brown, Bear-Stewart Co.; C. D. Sanderson, the Pillsbury Co.; William Hicckel, Anheuser-Busch, Inc.; Fred Voss, Chicago Metallic Manufacturing Co., and James Foley, Standard Brands, Inc.; blind bogey—tie between Charles Seibert, Bueter Baking Co., Quincy, and Ted Lauder, Ekco Engineering Co.

Horseshoes—Singles winner was Robert Vogel, International Milling Co.; doubles winners were Al Beaver, the HumKo Co., and Ed Galassi, International Milling Co.

Door prizes were awarded to Mrs. Donald Strand, Mrs. Robert Strand, Charles Seibert, Pres. Caster, E. M. Peterson, Western Division of the Illinois Bakers Assn., and James Degnan, Weber Flour Mills Co.

Following the final dinner, Mr. Caster spoke briefly about association activities and how each member may aid and obtain greater benefits from membership.

—BREAD IS THE STAFF OF LIFE—

NEBA MOVES OFFICE

BOSTON—The New England Bakers Assn. has changed its headquarters and is now located at Room 9, Needham Bldg., 945 Great Plain Ave., Needham 92, Mass.



HOT DOG MONTH—This poster is the National Hot Dog Council's way of pointing out that July is National Hot Dog Month. The council sums up its poster this way: "Something's brewing, stewing and barbecuing across the land . . . and the familiar aroma is one of hot dogs cooking. Rich man, poor man, glamor girl, cop . . . the food that knows no class distinction is having its day in the sun because July is National Hot Dog Month."



Arthur Grawert

Arthur Grawert Named to New Sales Post

MINNEAPOLIS—Arthur Grawert, who retired from the Pillsbury Co. earlier this year after completing 42 years of service, recently accepted a position here with Flours Co., a division of Brechet & Richter Co., also of Minneapolis. Mr. Grawert will be in charge of sales for Flours Co., according to John Richter, president of the parent firm.

Mr. Grawert, prior to his retirement from Pillsbury recently, was supervisor of bakery mixes for the six states of the Minneapolis district.

Mr. Grawert is a graduate of the University of Minnesota and the American Institute of Baking.

In 1943 Mr. Grawert attended the baking short course at Dunwoody Industrial Institute, Minneapolis. He served as program chairman of the American Society of Bakery Engineers in 1944, the highest position obtainable to an allied man, and from 1950 to 1955 was associate editor of ASBE's News Letter. In 1955 he was appointed chairman of the ASBE publications committee, in which capacity he served until March of this year.

Some time ago Mr. Grawert served as program chairman for the Northwestern Production Men's Club. At present, he is the 1958-59 president of the Minnesota Allied Trades of the Baking Industry.

—BREAD IS THE STAFF OF LIFE—

Minnesota Bakers, Allies Schedule Golf Tournament

MINNEAPOLIS—Bakers and allied tradesmen are expected to meet here at the suburban Golden Valley Golf Club Aug. 4 for the 29th traditional Minnesota Baker-Allied Golf Tournament and Play Day.

Attendance last year topped 300, and fully as large a turnout is expected this year. As in the past, one of the highlights of the day will be a dinner and awarding of numerous trophies, including the coveted John O. Lanpher championship trophy, contributed by International Milling Co., to the baker with the low gross score.

Minneapolis, St. Paul Bakers Plan Picnics

MINNEAPOLIS—July 15 will be "Picnic and Sandwich Day" for bakers, allied tradesmen and their families in both the Minneapolis and St. Paul areas. The bakers' organizations of both communities have planned annual picnics for the same day, but at different locations.

The Associated Bakers of St. Paul will hold their picnic at the Ramsey County picnic grounds, Island Lake Park, starting with a smorgasbord lunch at noon. E. N. Weber, Weber's Quality Bakery, is picnic chairman, assisted by Paul Norman, Baker Boy Bakery, president of the St. Paul association.

Minneapolis Picnic

The Associated Bakers of Minneapolis will hold their picnic at Nando's Hideaway, also starting with a smorgasbord at noon. Children will be admitted free, but there will be a charge for adults over 16. Allied representatives have contributed cash for prizes and some of the picnic expenses. Herbert Swanson, Quality Bakery, is chairman of the picnic committee.

Both the St. Paul and Minneapolis picnics will offer a variety of contests and entertainment, including races and peanut scrambles for boys and girls, contests for adults, and horseshoe pitching, golf driving, a pie eating contest and races for the men.



James S. Barden

James Barden Named Research Director

MINNEAPOLIS—James S. Barden has been named research director of The Miller Publishing Co., publisher of The American Baker. Mr. Barden will be responsible for research activities of the firm's seven business publications.

Mr. Barden is completing work on his doctorate in journalism with specialization in research methodology at the University of Minnesota. In 1957 he was appointed research fellow and assistant director of the research division at the university. He formerly was research assistant in the research division of the school of journalism at the university where he began graduate work in 1956.

A native of North Dakota, Mr. Barden obtained a bachelor of arts degree in philosophy from the St. Paul Seminary.

ANSWERS TO "DO YOU KNOW?"

Questions on page 8

1. False. The hard wheat flour should be used in the sponge and the soft wheat flour for doughing up. It takes longer to develop the gluten in a strong flour.

2. False. As whole wheat flour contains the germ of the wheat berry, which is high in fat, it will spoil within a comparatively short time.

3. True. Bread should be cooled gradually. It should not be cooled in a draft or in a cold atmosphere. For best results it should be cooled in an air conditioned room where both the humidity and temperature can be controlled.

4. True. There is no chemical difference between cane or beet sugar. They are both 100% sweet. However, a difference in the granulation of these sugars would have an effect on certain types of bakery products.

5. True. More shortening should be used in order to mellow the larger amount of protein in the hard wheat flour. If this is not done, the resulting crust will be considerably tougher.

6. False. It is not necessary to use ammonia as baking powder can be used. Ammonia is not recommended because it causes the frying fat to darken in color within a short time. About 2½ times more baking powder than ammonia should be used.

7. True. On the pH scale 7 is neutral. Anything under 7 is acid and above 7 is alkaline.

8. False. A small amount of salt in the sponge stimulates the proper kind of fermentation. It also strengthens the gluten in the dough.

9. False. Usually from 2½ to 3 oz. fat absorption is figured as about the proper amount; 4 oz. would be excessive.

10. False. The formula should read 1 qt. corn syrup and 1 pt. water brought to a good boil.

11. True. If they are filled before frying, there is a possibility of the jelly or jam coming out during frying. This makes the frying fat dirty and the sugar in the jam or jelly will burn. This burning gives the frying fat an off odor and also will turn it dark in color.

12. True. For example: To replace 1 lb. baking powder, use 4 oz. soda bicarbonate, 8 oz. cream of tartar and 4 oz. starch. The resulting baking powder will be slightly on the alkaline side and also will produce somewhat more carbon dioxide gas than commercial baking powder. It does not have very good bench tolerance due to the rapid re-action of the soda and cream of tartar. The baker, generally, only uses it in case of an emergency.

13. False. If possible, bottom temperature of the oven should be increased about 25 to 30°. The addition of a little more salt has been found beneficial. Plenty of steam should be used in the oven. Raising the bottom temperature helps to decrease the tendency for the rye bread to crack and have wild breaks.

14. False. A few bakers use a small amount of melted shortening in their angel food cakes. It is their opinion that the cakes will have

WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, \$2.25. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation Wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

MISCELLANEOUS

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HELP WANTED

THE G-F GRAIN CO. AT GRAND FORKS, N. D., a five-million bushel elevator and the J-T Grain Co., Jamestown, N. D., a three million bushel elevator, each has an opening for an experienced grain manager. Salary commensurate with experience. Contact: R. J. Crawford, G-F Grain Co., 1104 First National Bank Bldg., Topeka, Kansas.

DIRECTOR OF PRODUCTION — LARGE national food firm in flour and allied supply field desires director of production and plant supervisor with engineering background to take charge production nationally. An unusual opportunity with progressive, growing AAA-1 manufacturer. Send resume and salary requirements Address Ad No. 4985, The American Baker, Minneapolis 40, Minn.

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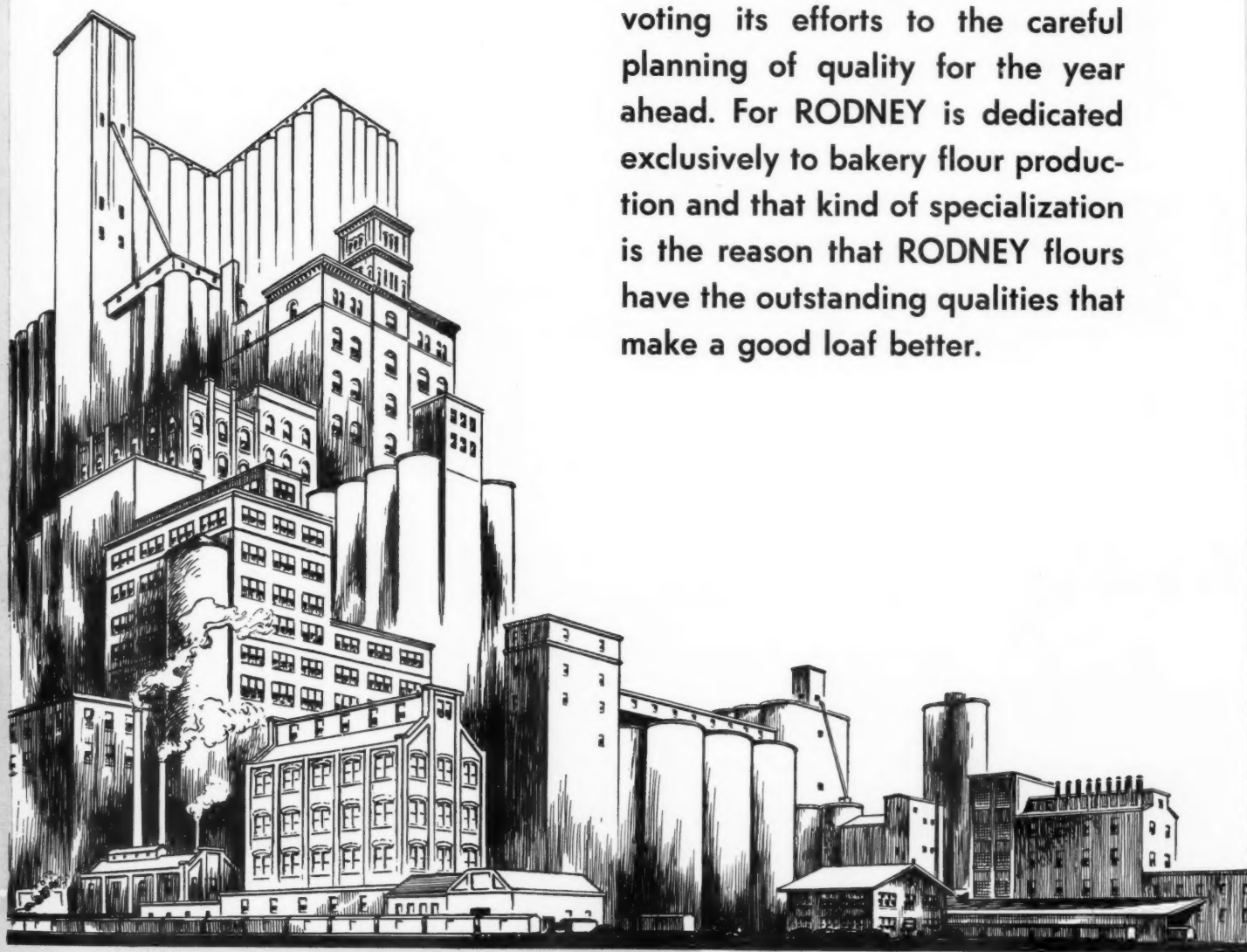
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19. True. Invert syrup has the ability to draw and retain moisture. Its use in a dry atmosphere will decrease the drying out of these products.

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Year after year bakers have found they can rely on RODNEY flours for top performance. Again this year, as the new crop harvest comes to the hard winter wheat area, the entire RODNEY organization is devoting its efforts to the careful planning of quality for the year ahead. For RODNEY is dedicated exclusively to bakery flour production and that kind of specialization is the reason that RODNEY flours have the outstanding qualities that make a good loaf better.



Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the
RODNEY MILLING COMPANY

KANSAS CITY, U. S. A.

22,000 CWTs. DAILY CAPACITY • 5,750,000 BUSHELS STORAGE



Arthur Grawert

Arthur Grawert Named to New Sales Post

MINNEAPOLIS—Arthur Grawert, who retired from the Pillsbury Co. earlier this year after completing 42 years of service, recently accepted a position here with Flours Co., a division of Brechet & Richter Co., also of Minneapolis. Mr. Grawert will be in charge of sales for Flours Co., according to John Richter, president of the parent firm.

Mr. Grawert, prior to his retirement from Pillsbury recently, was supervisor of bakery mixes for the six states of the Minneapolis district.

Mr. Grawert is a graduate of the University of Minnesota and the American Institute of Baking.

In 1943 Mr. Grawert attended the baking short course at Dunwoody Industrial Institute, Minneapolis. He served as program chairman of the American Society of Bakery Engineers in 1944, the highest position obtainable to an allied man, and from 1950 to 1955 was associate editor of ASBE's News Letter. In 1955 he was appointed chairman of the ASBE publications committee, in which capacity he served until March of this year.

Some time ago Mr. Grawert served as program chairman for the Northwestern Production Men's Club. At present, he is the 1958-59 president of the Minnesota Allied Trades of the Baking Industry.

—BREAD IS THE STAFF OF LIFE—

Minnesota Bakers, Allieds Schedule Golf Tournament

MINNEAPOLIS—Bakers and allied tradesmen are expected to meet here at the suburban Golden Valley Golf Club Aug. 4 for the 29th traditional Minnesota Baker-Allied Golf Tournament and Play Day.

Attendance last year topped 300, and fully as large a turnout is expected this year. As in the past, one of the highlights of the day will be a dinner and awarding of numerous trophies, including the coveted John O. Lanpher championship trophy, contributed by International Milling Co., to the baker with the low gross score.

Minneapolis, St. Paul Bakers Plan Picnics

MINNEAPOLIS—July 15 will be "Picnic and Sandwich Day" for bakers, allied tradesmen and their families in both the Minneapolis and St. Paul areas. The bakers' organizations of both communities have planned annual picnics for the same day, but at different locations.

The Associated Bakers of St. Paul will hold their picnic at the Ramsey County picnic grounds, Island Lake Park, starting with a smorgasbord lunch at noon. E. N. Weber, Weber's Quality Bakery, is picnic chairman, assisted by Paul Norman, Baker Boy Bakery, president of the St. Paul association.

Minneapolis Picnic

The Associated Bakers of Minneapolis will hold their picnic at Nando's Hideaway, also starting with a smorgasbord at noon. Children will be admitted free, but there will be a charge for adults over 16. Allied representatives have contributed cash for prizes and some of the picnic expenses. Herbert Swanson, Quality Bakery, is chairman of the picnic committee.

Both the St. Paul and Minneapolis picnics will offer a variety of contests and entertainment, including races and peanut scrambles for boys and girls, contests for adults, and horseshoe pitching, golf driving, a pie eating contest and races for the men.



James S. Barden

James Barden Named Research Director

MINNEAPOLIS—James S. Barden has been named research director of The Miller Publishing Co., publisher of The American Baker. Mr. Barden will be responsible for research activities of the firm's seven business publications.

Mr. Barden is completing work on his doctorate in journalism with specialization in research methodology at the University of Minnesota. In 1957 he was appointed research fellow and assistant director of the research division at the university. He formerly was research assistant in the research division of the school of journalism at the university where he began graduate work in 1956.

A native of North Dakota, Mr. Barden obtained a bachelor of arts degree in philosophy from the St. Paul Seminary.

ANSWERS TO "DO YOU KNOW?"

Questions on page 8

1. **False.** The hard wheat flour should be used in the sponge and the soft wheat flour for doughing up. It takes longer to develop the gluten in a strong flour.

2. **False.** As whole wheat flour contains the germ of the wheat berry, which is high in fat, it will spoil within a comparatively short time.

3. **True.** Bread should be cooled gradually. It should not be cooled in a draft or in a cold atmosphere. For best results it should be cooled in an air conditioned room where both the humidity and temperature can be controlled.

4. **True.** There is no chemical difference between cane or beet sugar. They are both 100% sweet. However, a difference in the granulation of these sugars would have an effect on certain types of bakery products.

5. **True.** More shortening should be used in order to mellow the larger amount of protein in the hard wheat flour. If this is not done, the resulting crust will be considerably tougher.

6. **False.** It is not necessary to use ammonia as baking powder can be used. Ammonia is not recommended because it causes the frying fat to darken in color within a short time. About 2½ times more baking powder than ammonia should be used.

7. **True.** On the pH scale 7 is neutral. Anything under 7 is acid and above 7 is alkaline.

8. **False.** A small amount of salt in the sponge stimulates the proper kind of fermentation. It also strengthens the gluten in the dough.

9. **False.** Usually from 2½ to 3 oz. fat absorption is figured as about the proper amount; 4 oz. would be excessive.

10. **False.** The formula should read 1 qt. corn syrup and 1 pt. water brought to a good boil.

11. **True.** If they are filled before frying, there is a possibility of the jelly or jam coming out during frying. This makes the frying fat dirty and the sugar in the jam or jelly will burn. This burning gives the frying fat an off odor and also will turn it dark in color.

12. **True.** For example: To replace 1 lb. baking powder, use 4 oz. soda bicarbonate, 8 oz. cream of tartar and 4 oz. starch. The resulting baking powder will be slightly on the alkaline side and also will produce somewhat more carbon dioxide gas than commercial baking powder. It does not have very good bench tolerance due to the rapid re-action of the soda and cream of tartar. The baker, generally, only uses it in case of an emergency.

13. **False.** If possible, bottom temperature of the oven should be increased about 25 to 30°. The addition of a little more salt has been found beneficial. Plenty of steam should be used in the oven. Raising the bottom temperature helps to decrease the tendency for the rye bread to crack and have wild breaks.

14. **False.** A few bakers use a small amount of melted shortening in their angel food cakes. It is their opinion that the cakes will have

WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, \$2.25. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation Wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

MISCELLANEOUS

PLANT LIQUIDATIONS

Let Ross, Inc., handle sale of your milling equipment and properties large or small anywhere. Largest machinery dealer in the U. S. on feed, flour, corn and processing equipment. No auctions, will sell or purchase, immediate personal appraisal, highest prices. Complete plants, many items needed now. Over 2,000 items in stock. If it's mill machinery

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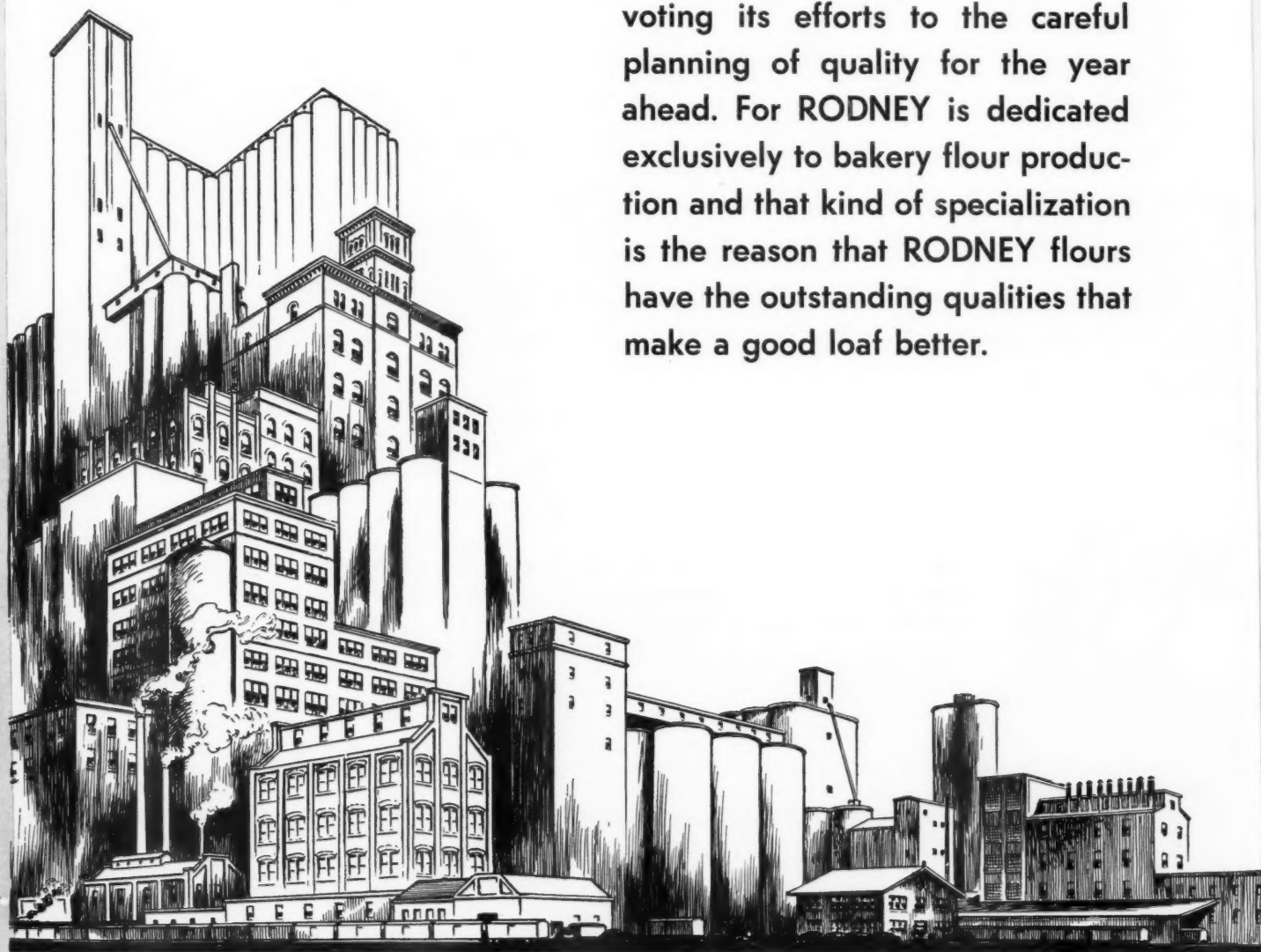
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INDEX OF ADVERTISERS

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Abilene Flour Mills Co.	44	Gooch Milling & Elevator Co.	11	Nebraska Grain Improvement Assn.	
Acme-Evans Co., Inc.	18	Greenbank, H. J., & Sons	38	New Century Co.	56
Acme Flour Mills, Inc.	34	Green's Milling Co.	12	New Era Milling Co.	15
Amendt Milling Co.	35	Habel, Armbruster & Larsen Co.	12	North American Car Corp.	14
American Cyanamid Co.	17	Heide, Henry, Inc.	12	Norton, Willis, Co.	30
American Flours, Inc.	45	Heinrich Envelope Co.	12	Novadel Flour Service Division, Wallace & Tiernan Inc.	3
American Molasses Co. (Nulomoline Div.)	9	Hoffmann-La Roche, Inc.	12		
Anheuser-Busch, Inc.	38	Holland Engraving Co.	12		
Atkinson Milling Co.	36	Homogenette, Inc.	12		
	42	Hotel Sherman	12		
Bartlett & Co.	36	Hubbard Milling Co.	12		
Bay State Milling Co.	47	Hunter Milling Co.	12		
Beardstown Mills	44	Imbs, J. F., Milling Co.	12		
Bemis Bro. Bag Co.	44	Industrial Overseas Technical Corp.	12		
Blake, J. H.	24	Industrial Processes	2		
Blodgett, Frank H., Inc.	30	International Milling Co.	2		
Brey & Sharpless	30	Ismer-Hincke Milling Co.	2		
Broilite Co.	30	Jackson, Gilbert, Co., Inc.	46		
Brown's Hungarian Corp.	30	Jaeger, Frank, Milling Co.	46		
Buhler Mills, Inc.	30	Jennison, W. J., Co.	41, 49		
Burke, E. J., & Co.	30	Johnson-Herbert & Co.	31		
Burrus Mills, Inc.	30				
		Kansas Milling Co.	31		
Cahokia Flour Co.	12	Kelly-Erickson Co.	1		
Carson, Robert, & Co., Ltd.	12	Kelly, William, Milling Co.	1		
Centennial Mills, Inc.	12	King Midas Flour Mills	43		
Chase Bag Co.	21	King Milling Co.	44		
Coleman, David, Inc.	26	Kiwi Coders Corp.	44		
Colorado Milling & Elevator Co.	26	Knappen Milling Co.	44		
Commander-Larabee Milling Co.	26	Knights, Samuel, & Sons, Inc.	44		
Consolidated Flour Mills Co.	16	Koerner, John E., & Co.	44		
		Kwik Lok Corp.	44		
DCA Food Industries, Inc.	16				
Dannen Mills, Inc.	26	La Grange Mills	30		
De Lisser, Andrew	44	Lexington Mill & Elevator	18		
Dixie-Portland Flour Co.	44	Lindsey-Robinson & Co., Inc.	18		
Dowagiac Mfg. Co.	27	Lykes Bros. Steamship Co.	38		
Duncan, Wm. C., & Co., Inc.	44	Lyon & Greenleaf Co., Inc.	26		
Dunwoody Industrial Institute	44				
		Mannell Milling Co.	26		
Eckhart Milling Co.	44	Midland Flour Milling Co.	20		
Econo-Flour Service, Inc.	16	Miller Publishing Co., The	20		
Evans Milling Co., Inc.	16	Miner-Hillard Milling Co.	46		
		Moline, Inc.	46		
Fisher-Fallgatter Milling Co.	46	Montana Flour Mills Co.	46		
Fisher Flouring Mills Co.	46	Montgomery Co.	46		
Florida State University	46	Moore-Lowry Flour Mills, Inc.	46		
Flour Mills of America, Inc.	46	Morris, Cliff H., & Co.	46		
Fluidizer Co.	46	Morrison Milling Co.	46		
Franco, Francis M.	46	Morton Milling Co.	46		
		Nappanee Milling Co.	46		
Garland Mills, Inc.	19	National Yeast Corp.	46		
General American Transportation Corp.	20				
General Mills, Inc.	20				
Globe Milling Co.	20				

GRIST OF GRINS



"I'm not wealthy and I don't have a yacht and a convertible like Jerome Green," apologized the suitor. "But, I love you."

"And I love you, too," replied the girl. "But tell me more about Jerome."

◆ ◆ ◆
If you are rich, and drink, you're an alcoholic. But, if you're poor, and drink, you're a drunk.

◆ ◆ ◆
News item in an Iowa newspaper: "Local police are puzzled over the finding of a car parked in a lonely neighborhood containing a full case of Scotch whiskey. So far they have found no trace of the owner, but Captain Grady is working hard on the case."

◆ ◆ ◆
When a fellow breaks a date, he usually has to.

When a girl breaks a date, she usually has two.

◆ ◆ ◆
Co-ed: "Daddy, the girl who sits next to me in class has a dress just like mine."

Dad: "So you want a new dress?"
Co-ed: "Well, it would be cheaper than changing colleges."

◆ ◆ ◆
Waitress: "We have everything on the menu today, sir."

Man: "So I see. How about a clean one?"

◆ ◆ ◆
A drunk fell from a two-story window and hit the pavement with a terrific impact. A crowd gathered and as the drunk staggered to his feet someone grabbed him by the arm and asked, "What happened?"

To which the drunk replied, "I dunno, I just got here."



The American Baker reaches the two groups vital to your product's acceptance—the production superintendent who selects it, and the plant manager who approves it. Cover "both sides of the street" economically through advertising in The American Baker.

POLAR BEAR FLOUR IS KING



The POLAR BEAR trade mark is a proud symbol of integrity in flour production . . . a symbol backed by more than fifty years of sound milling craftsmanship devoted to the task of providing better flour for better bread.

FOUNDED BY
ANDREW J. HUNT-1899

The NEW ERA MILLING CO. ARKANSAS CITY, KANSAS



▲ Atkinson Milling Co. of Minneapolis, Minn., where Wallace & Tiernan flour service and equipment is used. This mill processes up to 6000 cwt. of flour daily.

HOW ATKINSON MILLING COMPANY USES W&T FLOUR TREATMENT

The best grade of flour requires maturing, bleaching, and enriching with precise, uniform treatment methods such as those practiced at the Atkinson Milling Co. This mill regularly processes up to 6000 cwt. of flour daily. To insure that the flour is uniformly aged, properly enriched, and of the best color, this progressive mill uses Wallace & Tiernan flour treatment equipment and services.

Wallace & Tiernan flour treatment in use at the Atkinson Mill includes: Dyox® for maturing; a Beta-Chlora® unit for conditioning; Novadelox® for bleaching; and N-Richment-A® for enrichment. All equipment furnished has been proven efficient and dependable in operation and is periodically checked and maintained by Wallace & Tiernan so that costly shut-downs are avoided. In addition, the Atkinson Milling Co. has available, at all times, skilled and experienced technical assistance from Wallace & Tiernan to aid them in the solution of their flour processing problems.

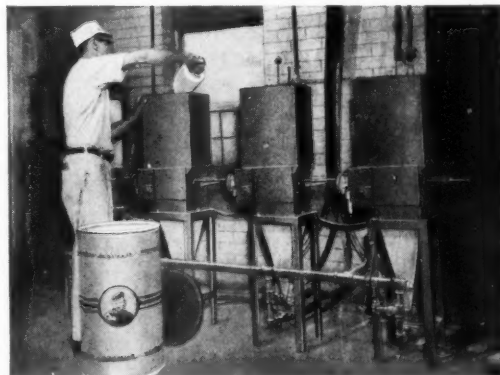
The Atkinson Milling Co. is only one of the many flour milling companies using W&T Flour Treatment. If your mill is not one of these, investigate the advantages of Wallace & Tiernan's complete flour service.



▲ Mill employee adjusts flow of chlorine dioxide gas being fed from a W&T DYOX unit to a flour stream. The gas flow to each flour stream can be individually regulated.



▲ W&T BETA-CHLORA unit installed at the Atkinson Mill. This unit meters gas used in the conditioning of certain grades of flour.



▲ Mill employee loads W&T NOVADEL FEEDERS used to precisely measure and feed NOVADELOX, the superior Wallace & Tiernan bleaching compound

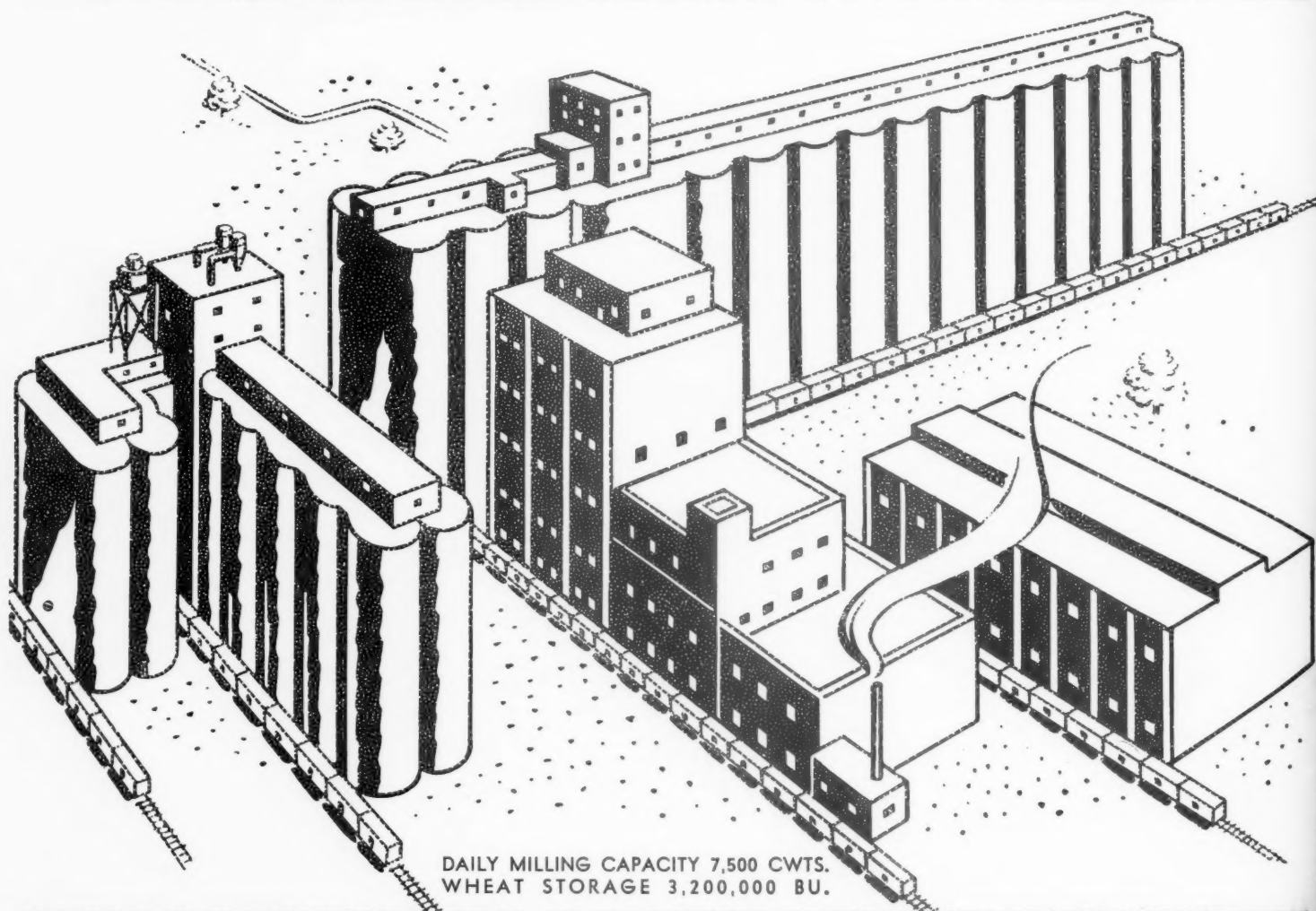


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WALLACE & TIERNAN INCORPORATED

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REPRESENTATIVES IN PRINCIPAL CITIES

N-85.64

"If it's **I-H** milled it's good flour"



DAILY MILLING CAPACITY 7,500 CWTs.
WHEAT STORAGE 3,200,000 BU.

I-H

The **ISMERT-HINCKE** *Milling Company*

KANSAS CITY, MISSOURI

It takes **extra** care to make I-H flours the leaders they are in the bakery flour markets. That added attention to detail begins in the wheat field, where our skillful selection comes from thoughtful preparation, and extends to the extra service we give our baker customers in getting I-H flour to them as they want it, when they want it.

